

Brazil

Indiana



Comprehensive Plan

2007

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Community planning is an integral part of Brazil's vision to embrace future growth, improve the quality of life for its residents, and preserve its community assets and culture. The Brazil Planning and Design Study provides a series of recommendations and strategies to guide Brazil's growth and generate smart development. The study identifies projects, programs, and strategies that respond to growth and development issues that face Brazil and its residents.

How to Use this Document

The Brazil Planning and Design Study serves as a general framework for guiding the future development of Brazil. This document outlines a series of goals and recommendations for several aspects of planning, design, and development. Accompanying each recommendation are suggestions for implementing and benchmarking each recommendation. This plan will show residents about what community planning can do for their city and provide a better understanding of the community vision for Brazil.

A Continuing Future

The Brazil Planning and Design Study is a "living" document, part of the ongoing planning and development process for Brazil. This plan is intended to act as a catalyst for positive change in the community. Planning is an evolving, responsive, and flexible process. The goals, recommendations, and strategies represent the concerns and ideas of citizens and government leaders who are willing to work toward a positive future for Brazil.

Purpose

The Brazil Planning and Design Study has been organized to answer the following questions:

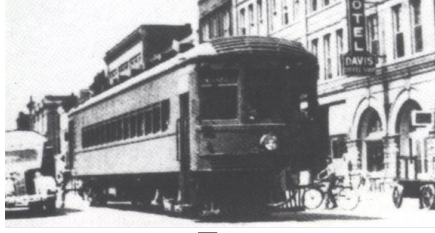
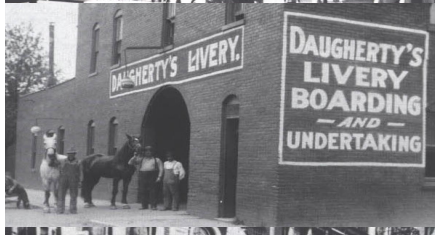
- Who are we?
- Where are we going?
- What do we want?
- How do we get there?
- Are we there yet?

These questions help to guide the process of comprehensive planning in Brazil in an organized manner. The plan describes the community, identifies issues, formulates community goals and recommendations, establishes policies and strategies to meet these goals, and addresses implementation.

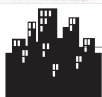
Preface

Brazil Planning and Design Studies

History



- 1809: Delaware, Miami, and Pottawatomie tribes sell land that includes present day Clay County
- 1810: Indiana Territory comprised of four counties, with the area of Clay County located in Knox County
- 1825: Clay County is organized and the first school built. It was named after Henry Clay.
- 1828: Courthouse and jail were built in Bowling Green, Clay County's first county seat
- 1832: National Road surveyed through Clay County within a year; construction begins
- 1844: Brazil's town site decided and first settlers come to Brazil
- 1845: First public school in Brazil is housed in a log house that was also used as a church
- 1846: The first newspaper issued, the Indiana Globe, in Clay County
- 1848: First county mills built in Bowling Green and Posey
- 1848: First wool factory built in Bowling Green
- 1849: Canal completed through to Terre Haute and the first boat arrives in the fall
- 1849: The first county railroad, Terre Haute and Richmond Railroad, surveyed through Clay County
- 1851: Courthouse destroyed by fire
- 1852: First round trip by a passenger train from Terre Haute to Indianapolis made travel through the county
- 1853: Bill passes to relocate the county seat, though undecided about the location
- 1853: Clay County courthouse was rebuilt on the same site
- 1853: The first agricultural society for Clay County started up and a year later the first county fair is held
- 1856: Brazil's first newspaper is published the Brazil Weekly News
- 1865: First pottery and clay shops being built in Clay County produces crocks, jugs, jars, and cans
- 1866: Brazil becomes incorporated as a village; Coal and iron mines bring work; Brazil's first town elections
- 1867: The first "high school" was started
- 1870: Indianapolis and St. Louis Railroad constructed through Clay County.
- 1873: Brazil is chartered as a city and has a population of 3,000 people
- 1875: Brazil's first city school
- 1877: Clay County decides to move county seat to Brazil
- 1879: Two cheese factories built in the county
- 1885: Brazil Electric Light Company provides electricity for lighting homes, businesses, and street lights
- 1886: The Chicago and Eastern Railroad built through Clay County
- 1902: Money donated by Andrew Carnegie to build a library
- 1904: Carnegie Library completed.
- 1908: First electric passenger train, the Terre Haute, Indianapolis, and Eastern Traction Company, ran with a stop in Brazil
- 1914: Courthouse built in Brazil one of the most architecturally significant buildings in Clay County
- 1935: Eddie's, a 9-seat diner at the corner of Jackson and Walnut Streets, was built. Eddie's is still in operation
- 1986: Courthouse's stained glass dome restored and awarded the Kiser Glass Award of Indianapolis

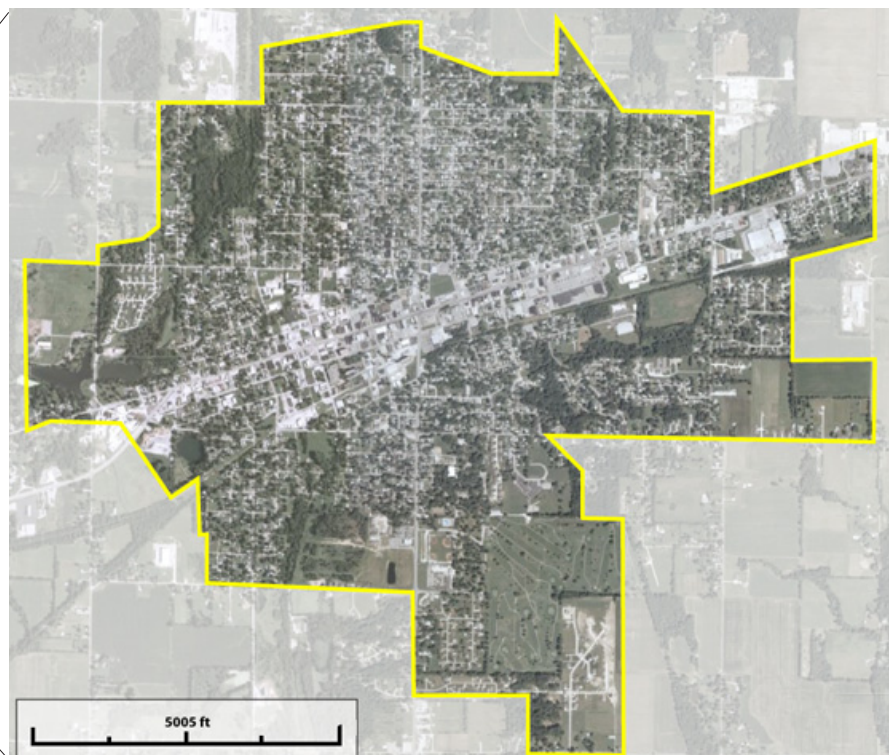
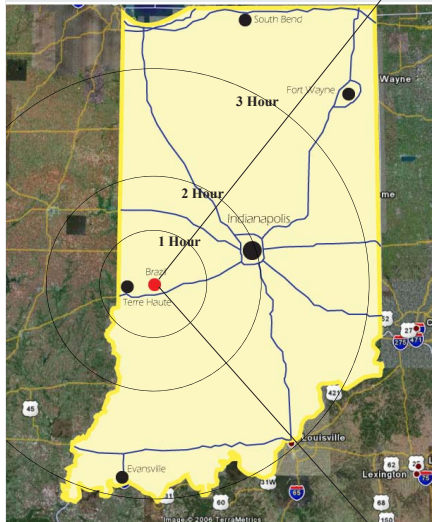


The community profile gives a brief picture of Brazil and some of the characteristics that shaped the community. This information answers the questions Who are we? and Where are we going?. These observations and assessments provide an objective insight into the makeup of the community, identify major issues and existing assets, and describe the residents for whom the document has been prepared. Included in this section are the history, context, demographics, education, economy, housing, transportation, land use, and parks and recreation.

Community Profile

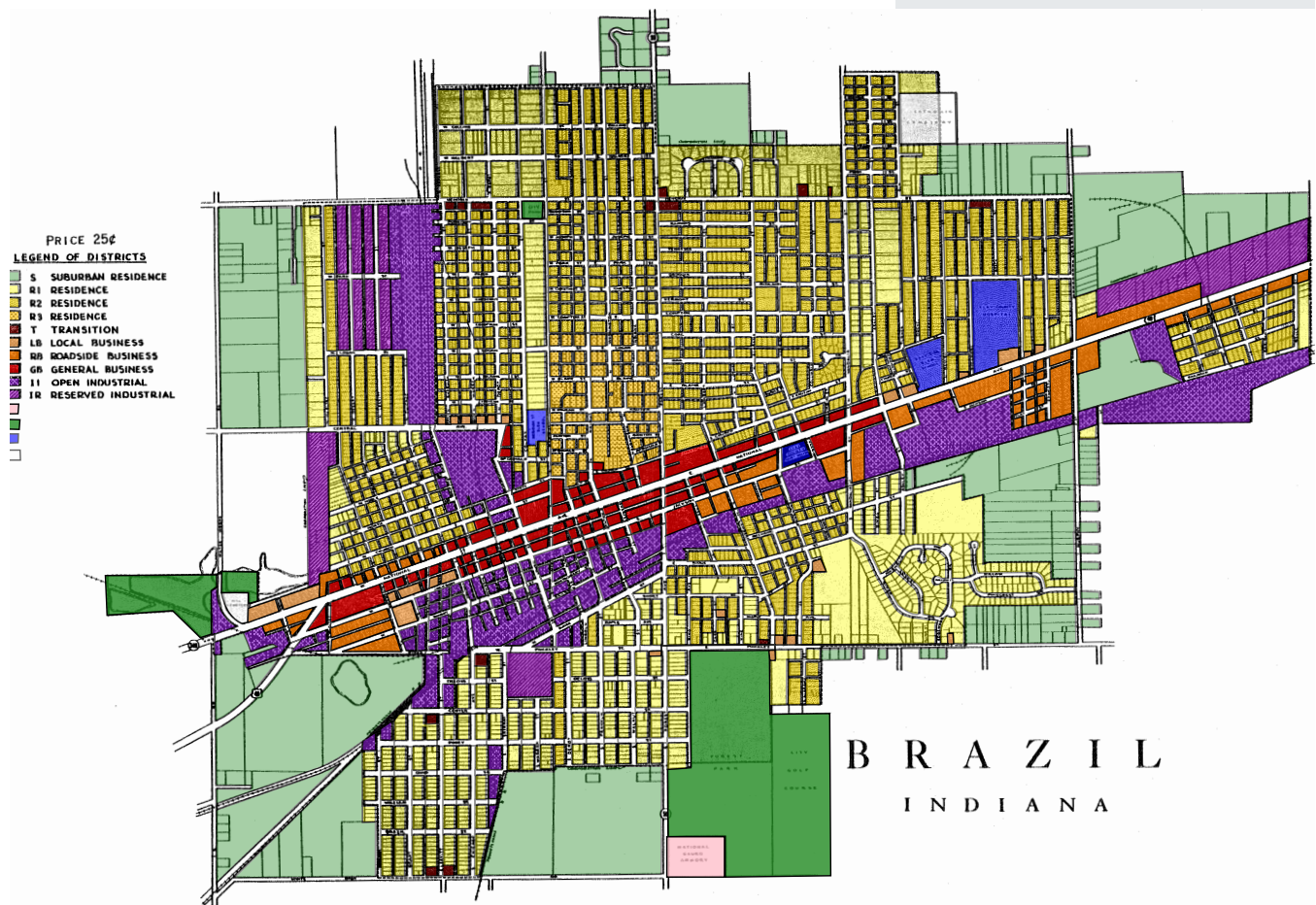
Context

Brazil, Indiana, the county seat of Clay County, is thirty miles east of the Illinois State Line. It is located in the Midwest, driving it is an hour from Indianapolis and about three hours from St. Louis, Chicago, Louisville, and Cincinnati. The Old National Road – U.S. Highway 40 – travels through the heart of Brazil, intersecting State Road 59. Interstate 70, spanning the country from Utah to Washington D.C., is known as America’s “New National Road,” and is located just five miles south of Brazil.



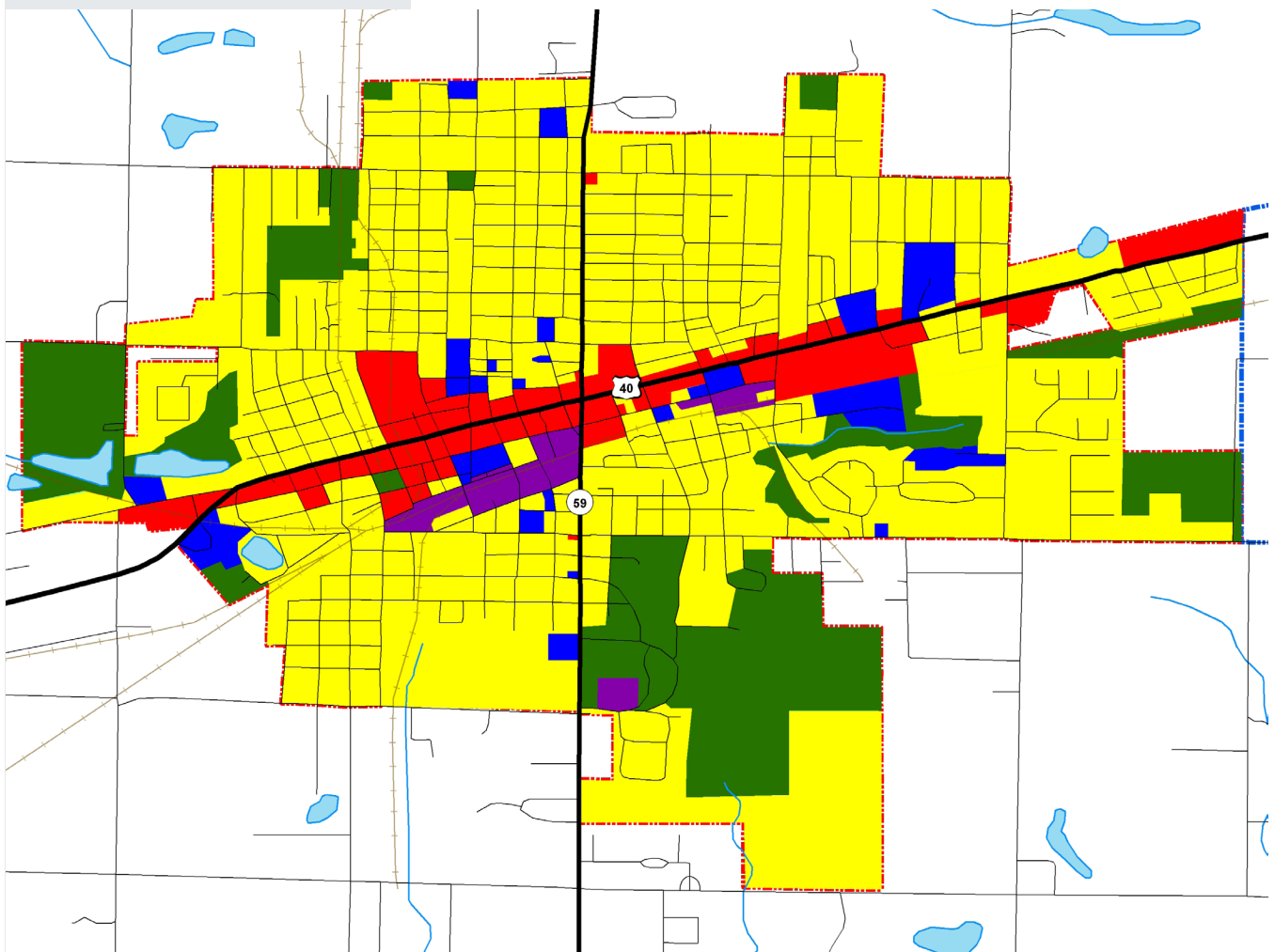
Zoning

The diagram below is based on Brazil's 1964 zoning map. It illustrates that the majority of the city is zoned residential with a large area set aside for industrial. The amount of residential area suggests that the city could support more retail and commercial. The zoning map does not show the actual use on the parcels. To see the city's actual land use see diagram on the next page.



Land Use

The Brazil Planning and Design Study team developed the current land use map. The map was created by physical observation and annotation of use on every parcel. The majority of the city's land use conforms to its zoning, with the exception of the city's west-side. In the zoning map a much of the residential area was set-aside for industrial purposes making the current land uses non-conforming to the zoning code. The city of Brazil needs to consider rezoning some of its industrial areas since the currently zoned industrial space is underutilized or abandoned. These areas should be looked at for targeted redevelopment.



Population Trends

The population of Brazil from 1900 to 2000 peaked in 1910 and 1960. A spur of growth in the 1900s caused Brazil's population to first crest with 9,300 residents in 1910. The next thirty years saw a steady decrease of people, until the 1940s brought about twenty years of population growth. Starting in the 1900s, the County went through residential decline; averaging 24,000 persons from 1950 to 1990. . In the 1960, Brazil had its second peak at 8,900 persons. Both of Brazil's population peaks occurred while Clay County was experiencing continuous loss of residents, defining Brazil as a hub of growth, development, and an attractive place for residence within Clay County.

Brazil's population declined after the 1960s eventually reaching its minimum population in the mid-1980s with 7,600 persons. The Brazil, Clay County, and Indiana populations all experienced no growth in the late 1980s. All have since seen slight steady increases in residency. As of 2000, Brazil's population has increased to 8,188 persons; Clay County is experiencing steady growth with 26,500 residents, and Indiana is growing in number, surpassing 6,000,000 in population.

In the city of Brazil 64% of the households and 66% of the homes are owner occupied residences. From 1990 to 2000, the number of people who bought homes in Brazil increased at a faster rate than those renting homes. This is a positive occupancy trend, showing long-term commitment to residency in Brazil.

Source: (S.T.A.T.S. Indiana)

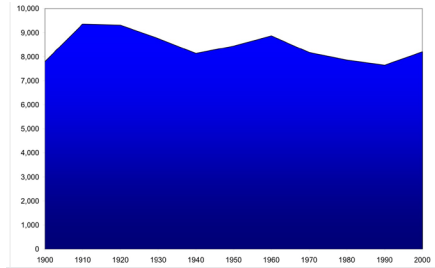


Figure 1: Brazil's Population Trend

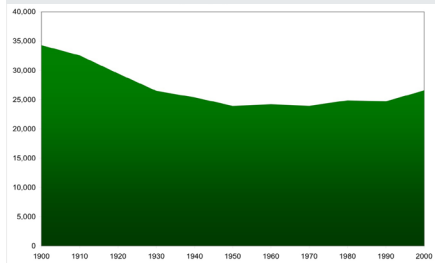


Figure 2: Clay County's Population Trend

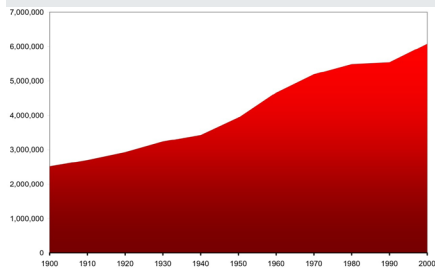


Figure 3: Indiana's Population Trend

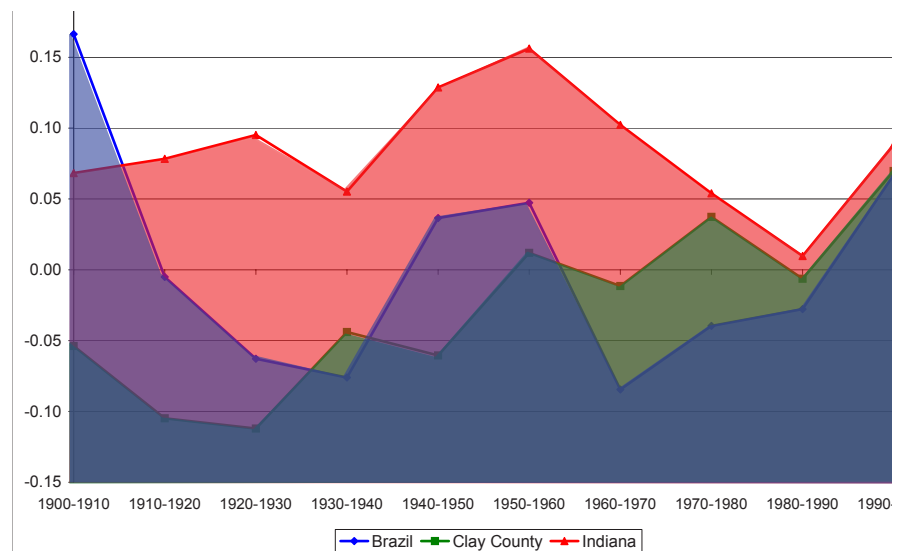
Population Changes over Time

Population changes over time are calculated by the percent growth between decades in a community. The percent changes can be positive – showing increasing population growth, represented by a line sloping upward and to the right; or the percent changes can be negative – showing a decrease in population growth, represented by a line sloping downward and to the right.

As shown in Figure 4, Brazil's percent growth changes fluctuate, alternating between positive and negative percent changes from 1900 to 2000. From 1990 to 2000, Brazil had an increase in the in population greater than that of Clay County and Indiana. Within the same time Clay County and Indiana have had similar population increases.

Figure 4: Comparative Population Changes:

- Brazil had an increase in the in population at a greater rate than that of Clay County and Indiana from 1990 to 2000.



Single-Family New Construction Building Permits

Figure 5 shows the number of approved building permits for single-family houses from 1996 to 2005 in Brazil and the average cost of the houses built. The black line indicates the number of permits, and the blue line designates the average cost of houses. The number of new housing permits aids in indicating the growth pressure upon the community. Brazil had its peak of new single-family homes in 1999 (80 units) and had an overall decrease until it reached its low in 2003 (19 units). 2002 onward has indicated an increase in housing costs with a slow increase in the number of housing permits. This trend indicates that the new housing units are more expensive. This may be a result of an increased housing market or larger homes, with more bedrooms or more square feet per room.

Source: Building Permits (<http://www.city-data.com/city/Brazil-Indiana.html>)

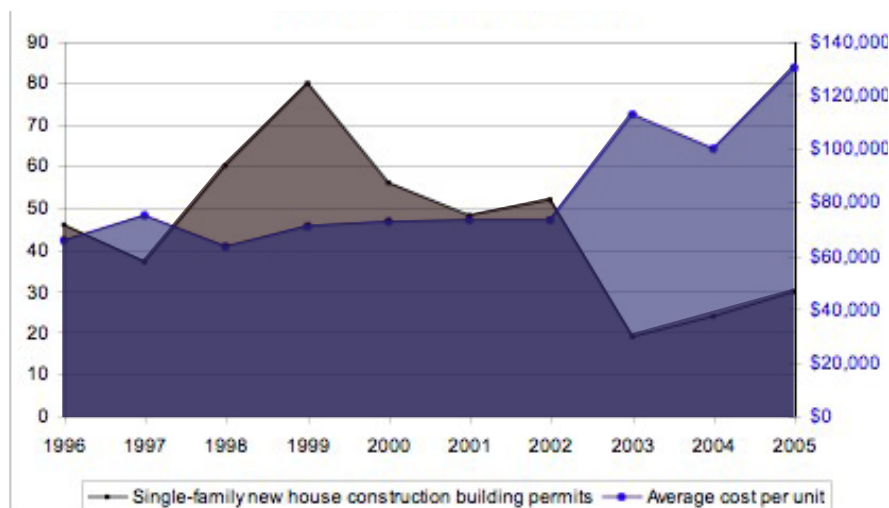


Figure 5: New Housing Construction Permits

- 2002 onward has indicated increases in housing costs with new housing units are significantly more expensive.

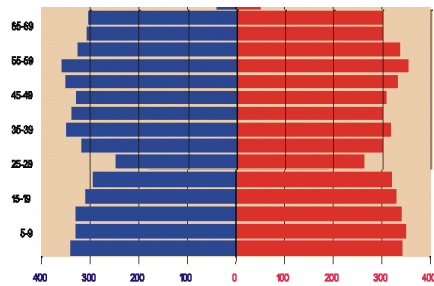


Figure 6: Stationary pyramid:

- Pyramid showing an unchanging pattern of fertility and mortality.

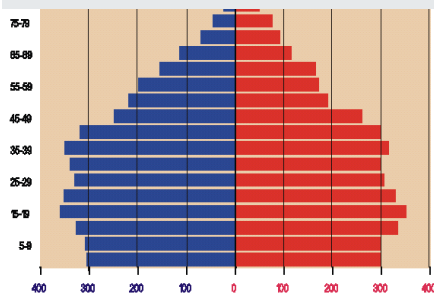


Figure 7: Expansive pyramid:

- Pyramid showing a broad base, indicating a rapid rate of population growth.

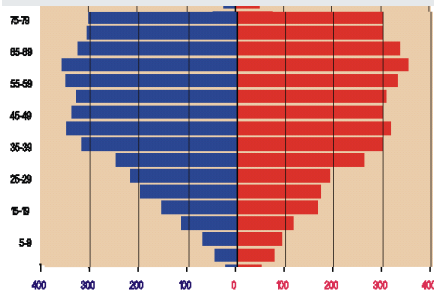


Figure 8: Constrictive pyramid:

- A population pyramid showing lower numbers or percentages of younger people.

Population Pyramids

Developing and examining population pyramids for a community is useful when planning for future development. The analysis of the age and gender distributions helps identify the future needs of the community residents. There are three standard models of population pyramids. The stationary pyramid illustrates an unchanging pattern of fertility and mortality by resembling a column. The expansive pyramid shows a broad base, indicating a high proportion of children, a rapid rate of population growth, and a low proportion of older people by resembling a triangle. Finally, the constrictive pyramid indicates a population with lower numbers or percentages of younger people and large number or percentage of elderly groups. The period of years the chart is divided into is called cohorts. The three population pyramids display similar shapes with bulges forming in comparable locations. The top two bulges in the center of each pyramid represent the “Baby Boomer” generations, born between 1946 and 1964.

Brazil has nearly even gender distribution with a 53% female population and 47% male population. This is similar to Clay County and Indiana’s gender distribution. Brazil residents falling between ‘under 5 years’ to ‘20 to 24 years’ likely represent the children of the Baby Boom generation. The expansive pyramid shape created by these younger age groups indicates that Brazil has a growing population. The Clay County and Indiana pyramid shapes for ‘under 5 years’ to ‘20 to 24 years’ convey little growth, a trend that may endanger the continuation of a community’s future generations.

The small ‘20 to 24 years’ cohort may represent the young adults who move away to attend trade school or college, or leave the area after high school. This is often referred to as “brain drain.” Brazil is fortunate because its largest cohort is ‘25 to 34 years.’ This indicates that “brain drain” is not necessarily occurring and can be attributed to a healthy economy or Brazil’s proximity to Terre Haute and Indianapolis.

Brazil has another very distinct bulge in its population pyramid. The ‘65 to 74 years’ and ‘75 to 84 years’ cohorts represent the elderly population, currently in need of health care, social security, assisted living, and nursing home care. Retirement attractions, health care, and nursing homes will continue to be important community aspects that Brazil must prepare for in its future planning. The large numbers of elderly females and fewer elderly males indicate that single or widowed women are outliving the male population; this trend will continue with the Baby Boom generation and must be considered.



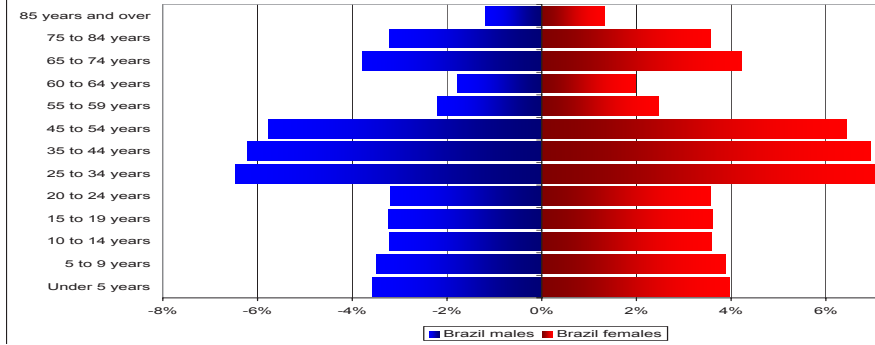


Figure 9: Brazil Population Pyramid

- Brazil has a start of a stationary pyramid with a growing aging population.

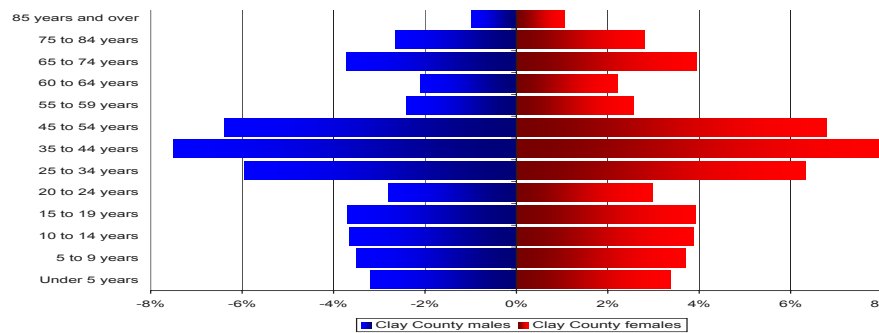


Figure 10: Clay County Population Pyramid

- Clay County has a large workforce that ranges from 20 to 64 years old.

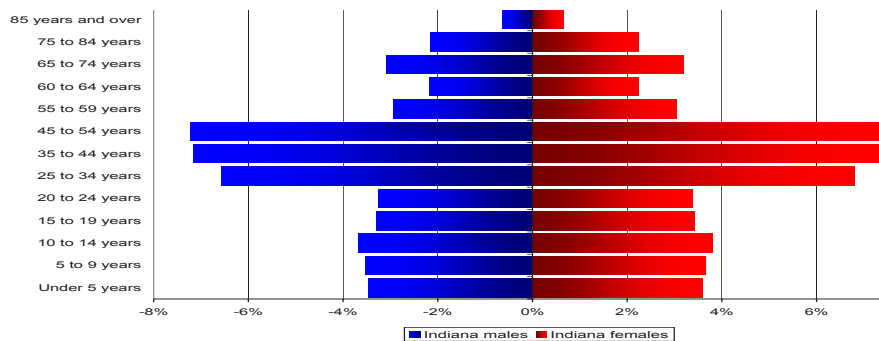


Figure 11: Indiana Population Pyramid

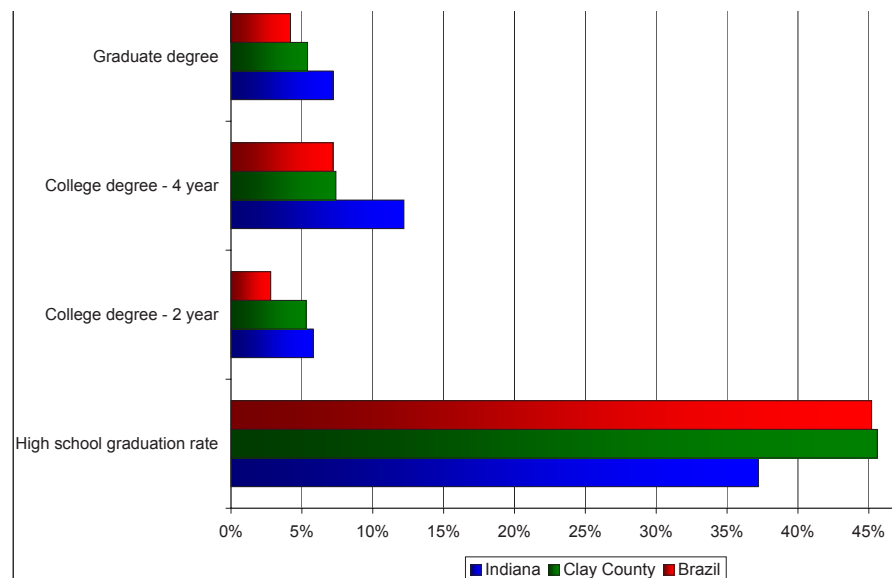
- Indiana has a large number of baby boomers entering into retirement in 20 to 30 years with far smaller workforce to replace employment and share healthcare costs.

Educational Attainment

Educational attainment measures the education of persons 25 years and older. Brazil and Clay County have an almost 10% higher high school graduation rate than Indiana, illustrating that approximately half of their residents 25 years and older have earned a high school diploma. The lack of professional degrees helps explain the high percentages of ‘production, transportation, and service occupations’ held by most residents. Brazil and Clay County have similar percentages of four-year college degree recipients (just over 7%) but are lower than the state. The percent of college or graduate degree recipients in Brazil totals 14%, compared to the county’s 18% and Indiana’s 25%. Brazil needs to attract high-paying jobs that require college education levels in order to foster future economic development and retain college-educated persons.

Figure 12: Educational Attainment:

- Brazil’s high school graduation rate is higher than the state, but the city lacks a significant number of residents with college degrees; indicating those that do receive four year degrees do not stay in the city.



Brazil Community Schools

The Clay Community School Corporation serves the city of Brazil. The public schools include Northview High School, educating 1,115 students from grades 9 to 12, and North Clay Middle School, with 984 students, grades 6 to 8. The schools are located west of Brazil's center, south of Highway 40. The four public elementary schools total 1,086 students ranging from pre-kindergarten to 7th grade. They include Forest Park Elementary, Meridian Street Elementary, East Side Elementary, and Van Buren Elementary Schools.

The private schools in Brazil are the Cornerstone Christian Academy (with 129 students, pre-kindergarten to 5th grade) and Annunciation Elementary School (with 49 students, kindergarten to grade 5).

The public school system offers a variety of classes that provide students with workforce skills; they include Building Trade class, Auto Mechanic class, and programs in Vocational Trades. Some programs enable students to attend school for half days and work a job. Brazil takes pride in their school programs designed for accelerated and gifted students and for assisting special needs students. Programs for average students are lacking and goals for their enhancement should be set.



Graphic 3: Northview High School

- Northview High School has 1,115 students enrolled and is located west of Brazil's downtown, south of Highway 40.

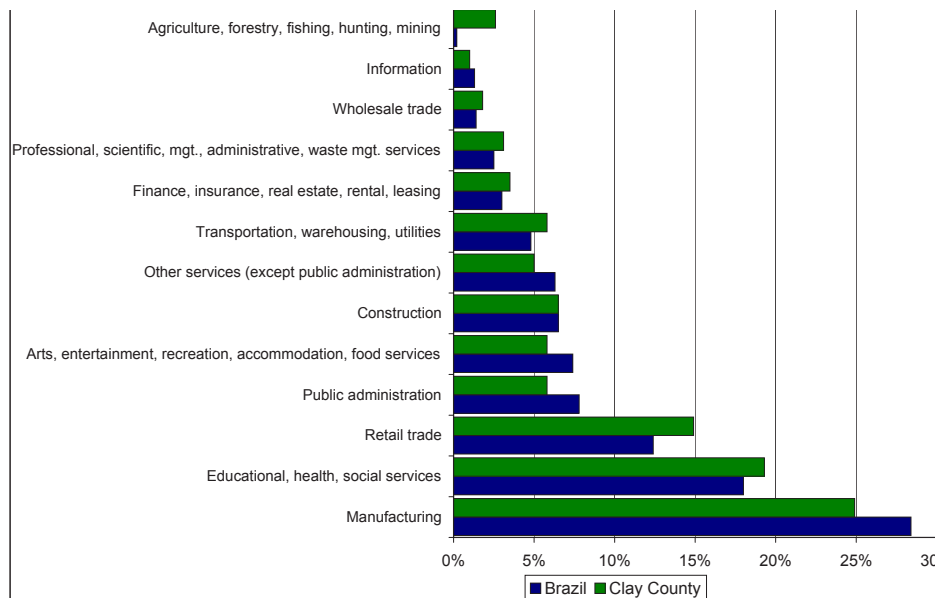
Employment/Industry

60% of Brazil's economy is focused in three different industries: Manufacturing (28.4%, 1,009 people), Educational, Health, and Social Services (18.0%, 640 people), and Retail Trade (12.4%, 439 people). The smallest industry is Agriculture, Forestry, Fishing, Hunting, and Mining, with only 8 persons.

Brazil's pride is the number of 'Mom and Pop' industries that were created and are still headquartered in the city. The businesses produce a variety of manufacturing, ranging from truck trailers to windows, auto parts, cryogenic equipment, plastic tubing, and varnish coatings. With a combined total of over 1500 employees, these are a few of the major manufacturing businesses founded and based in Brazil include: Great Dane Trailers, Inc., MI Home Products, Morris Manufacturing, PDF, and Technifab.

Figure 13: Employment Industries

- Manufacturing related industries primarily employs Brazil's population, indicating that the city needs to diversify their employment opportunities.



Economic Strength

The number that is used to determine the relative strength of an economy is called the Location Quotient (LC). In a location quotient analysis, the share of each industry in local employment is compared with that industry's share of total employment in Indiana.

Three resulting conclusions can occur with LC calculations of industries:

If the resulting LC is greater than 1, it is 'basic' and producing more than the economy needs. Therefore, the industry will export the service or product, bringing money into the community. These parts of the economy do not need strengthening, but it is important to note that anything that affects a 'basic' industry will have a large impact on the community as a whole. Clay County has a number of industries that have a LC greater than 1 (see Figure 14). The top three are Information, Utilities, and Arts and entertainment recreation.

If the resulting LC is less than 1, it is 'non-basic' and does not produce enough for its own economy's needs. This results in the economy importing these goods or services. These 'non-basic' industries may be areas that need further development in the community. Clay County has two industries, agriculture and mining, that are not at or above an LC of 1.

Industries with an LC of 1 or close to 1 produce close to the amount of goods or services that the economy can use, although not generating large amounts of money for the community.

Transportation warehousing is the only industry in Clay County that has an LC of 1.

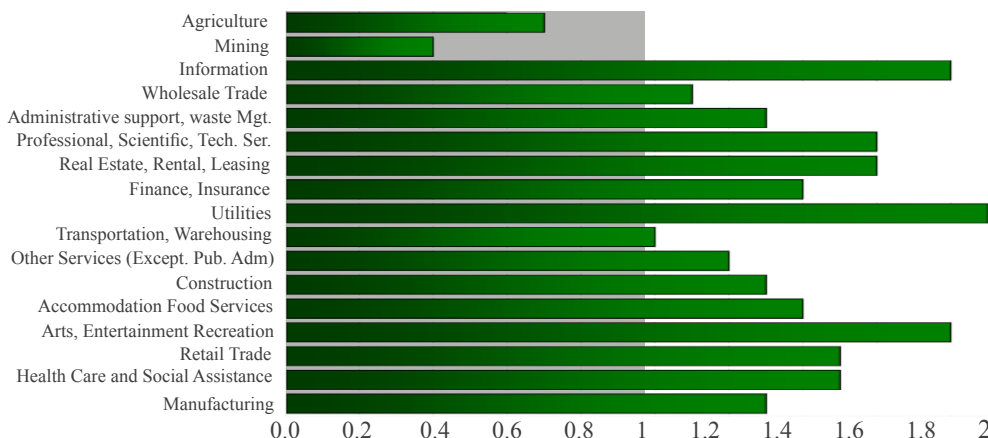
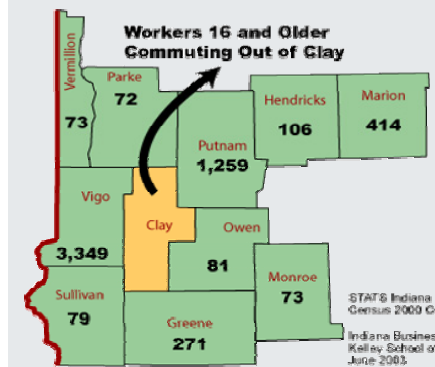
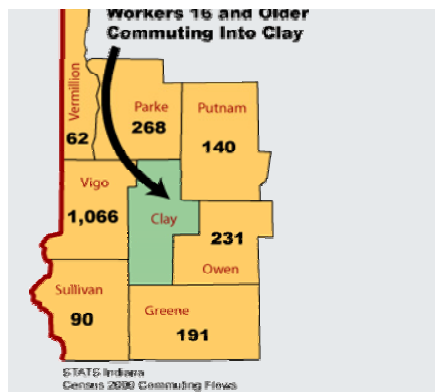


Figure 14: Location Quotient

- Clay County industries that meet or surpass the gray background are performing adequately and / or exporting their surplus.



Unemployment and Occupation

The most recent unemployment rates from 2004 for Brazil and Clay County (6.6% and 6.4% respectively) are higher than Indiana's at 5.3%. 59% of Brazil's population age sixteen and older is in the labor force. This percent is a bit lower than both the county and state; however, all three geographic areas have similar percentages of their unemployed labor force.

Brazil's dominant occupational trade is in Production, Transportation, and Material moving with 30.1% of the labor force. Other popular occupations are Sales and Office, with 21.3%, and Management and Professional, with 21.2% of the workforce.

Commuting Patterns

Commuting patterns are essential in understanding the flow of a community's workforce. They can explain whether the county's money is going out or if workers are bringing money into the county.

As seen in the 2000 Commuting Flows, almost 6,000 Clay County residents commute out of the county for work, while just over 2,000 workers commute into Clay County to work. Of the 6,000 outgoing workers, about 4,600 of them travel into Vigo and Putnam counties, bringing money from these economies into Clay County. Of the 2,000 incoming workers, more than half come from Vigo County, signifying where a majority of Clay County's money is exported.

Graphic 4: Commuting Patterns:

- The above graphics indicates that more people commute out of than into Clay County.



Income Distribution

65% of household incomes in Brazil fall between \$15,000 and \$75,000 a year with the median household income at \$30, 902. This is \$6,000 less than Clay County and \$10,000 less than Indiana's median household income; however Brazil's low housing costs make the city affordable.

Compared to the 1990 census data, Brazil's median household income increased almost 25% in 2000; above the county's 20% and the state's 10% increase. This is a positive trend for Brazil's work force, improving livability for the community.

Housing

Occupancy and Vacancy

The occupancy of housing in Brazil is over 90%, very close to the Clay County and Indiana occupancy rates. High rates of occupancy are positive for a community. Residents who own their homes encourage the community to maintain and upkeep property. Within Brazil, a majority of the residents, about 66%, own the home they reside in, while 34% of the houses are renter-occupied.

Vacancy rates for a community can be miss-leading at times because people are not allowed to claim multiple places of residence on the census. For this reasons, homes used for seasonal, recreational, or occasional use, are considered vacant. Vacancy rates are worth analyzing and comparing trends over time. Brazil has a homeowner vacancy rate of 2.5%, slightly higher than the county and state. The rental vacancy rate is about 8% for Brazil and Clay County, which are lower than Indiana. Vacancy rates for Brazil have changed less than 1% since the 1990 census, again showing stability in the housing market.

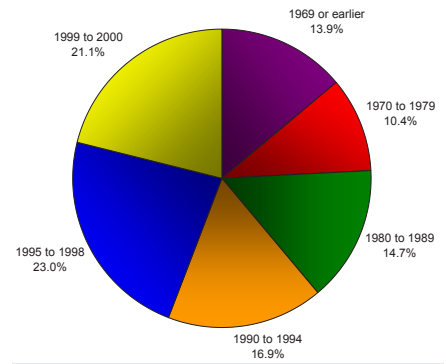


Figure 15: Year Moved into Structure

- 39% of Brazil's population has lived in the same home since 1989 indicating a stable housing market.

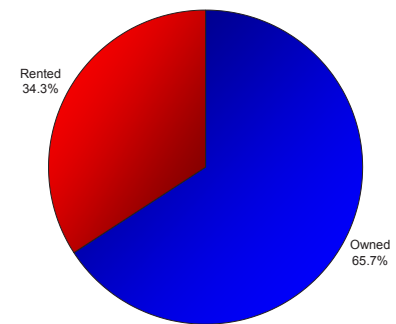


Figure 16: Occupancy:

- 1/3rd of Brazil's residential population rent's their home.

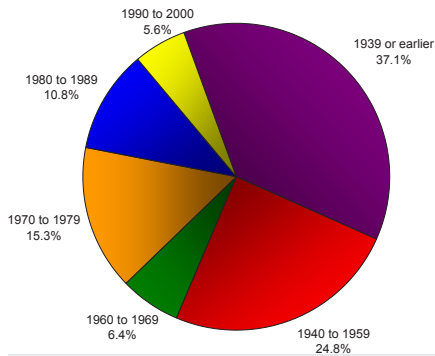


Figure 17: Year Structure Built:

- 70% of Brazil's housing stock was built pre-1970s, indicating that upkeep and maintenance will become important issues.

Figure 18: Housing Values

- 87% of the housing values of Brazil are less than \$99,999, and 36% are below \$50,000.

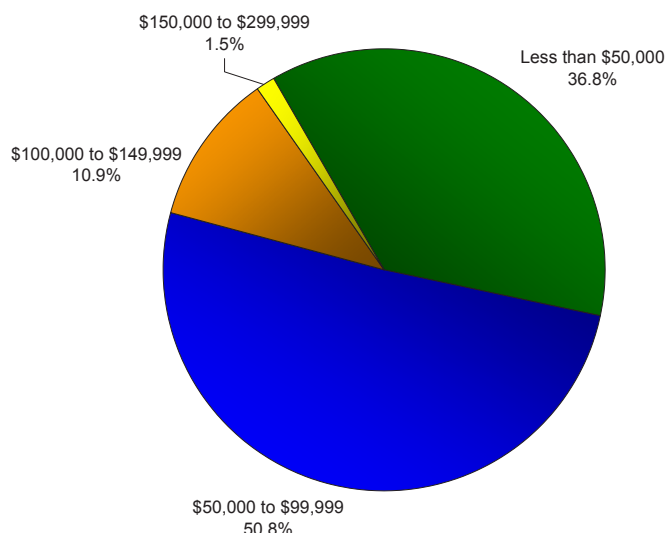
Age of Housing

The age of housing stock within a town can be very important when looking at the issues facing the community. When older houses are common, restoration and maintenance becomes an important factor for the image of the community. This is the case with Brazil. As seen in the graph, 40% of the houses were built prior to 1939; and close to 70% of Brazil's housing stock is pre-1970s. While this indicates strong character for the community, upkeep and maintenance will become important issues that the city needs to address. The age of housing stock could impact the housing values in a community, which is a trend seen in Brazil.

Housing Values

Brazil's housing values are inexpensive and low compared to Clay County and Indiana. This likely associated with the age of the housing stock. Brazil's home median value is \$59,300. Clay County has a median value of \$72,600 and Indiana's is \$94,300. Brazil's inexpensive housing stock is very attractive to moderate-income families. Half of the houses in Brazil are valued between \$50,000 and \$99,999, with nearly 90% valued below \$99,999, indicating a lack of low-income housing for families and elderly.

Lower value homes may detour perspective buyers who are looking for high-end, family residences. There are no development pressures currently for new housing in Brazil. However, community programs should be enacted to encourage homeowners to restore and repair their older homes. This will help Brazil maintain the heritage of its housing stock, while increasing the housing values.

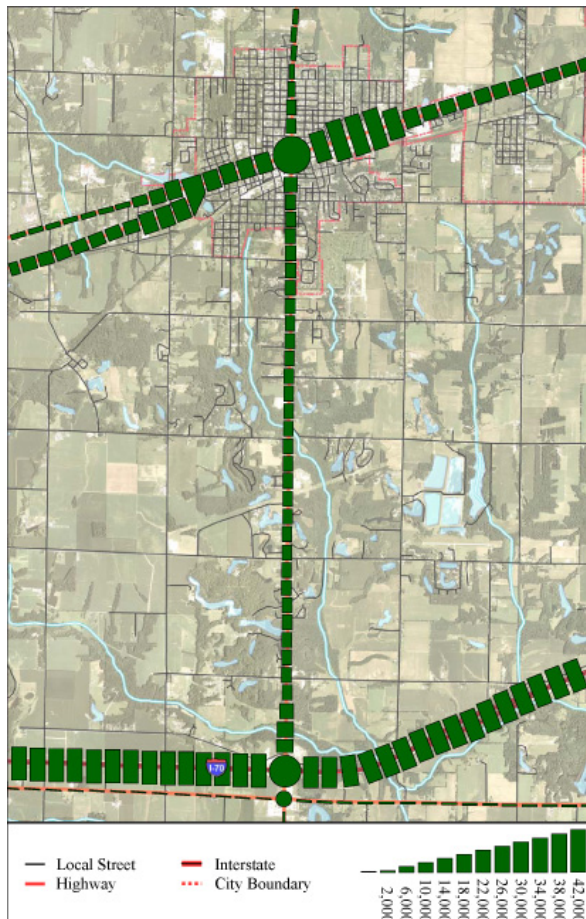


Transportation

Traffic Congestion

Traffic congestion in Brazil is problematic in a few areas. Large amounts of traffic pass through Clay County on Interstate 70, but far less traffic passes through Brazil. State Roads 59 & 340 and U.S. Highway 40 intersect in the heart of Brazil. U.S. 40, part of the Old National Road, runs through Brazil and it stretches from Atlantic City to San Francisco. The road is largely a historic icon and serves approximately 20,000 vehicles per day. Interstate 70 through southern Clay County has average daily traffic totaling 33,000 vehicles. Traffic congestion is at its highest east of downtown Brazil on National Ave.; at the intersection of Forest Ave. and National Ave.; in downtown Brazil; and west of downtown at the intersection of National Ave. and U.S. 40.

- 25,000 vehicles at National Ave. and U.S. 40 daily
- 10,000 vehicles access Interstate 70 via Forest Ave. daily
- Approximately 41,000 vehicles per day, east of Downtown on National Ave.



Graphic 5: Traffic Congestion:

- The graphic illustrates that the northeast section of U.S. 40 receives as many vehicles as Interstate 70.



Graphic 6: Parking on State Road 40:

- Shared parallel parking along State Road 40 serves a wide variety of businesses without requiring each business to provide the peak number of parking spaces.

Parking

Parking in downtown is an issue for many towns and cities across the country including Brazil. The Brazil Planning and Design Study parking analysis revealed that parking is rarely a problem. Parking seems to be sufficient for the amount of shops, stores, and restaurants in the downtown. The city does change the amount of downtown parking.

A mixture of parallel parking and angled parking is found downtown. Parallel parking dominates Roosevelt Road as well as a few side streets. Parallel parking is located in areas of small antique shops, or small eat-in and take-out restaurants. Angled parking is located on Michigan, Illinois, Indiana, and Alabama Streets. Angled parking is located near the grocery and hardware stores where more customers may shop.

Brazil currently utilizes a shared parking scheme. Shared parking is defined as parking spaces shared by more than one user allowing parking facilities to be used more efficiently. Many traditional parking facilities have a significant portion of unused spaces. Following predictable daily, weekly and annual cycles allow for shared parking to function effectively and efficiently.

Various degrees of shared parking exist. On-street parking spaces located in a busy, mixed-use urban area tend to be shared the most. The parking spaces are shared among various employees at a particular worksite, by customers at a variety of businesses, or through arrangements between facilities to share parking at certain times. An example of shared parking would be a tavern that allows its parking spaces to be used on Sunday mornings by a nearby church. An assigned employee parking space is typically used about 2,000 hours per year, while an on-street parking space in a busy area often gets three times as much use. Efficient sharing of spaces can allow parking ordinance requirements to be reduced significantly.



Parks

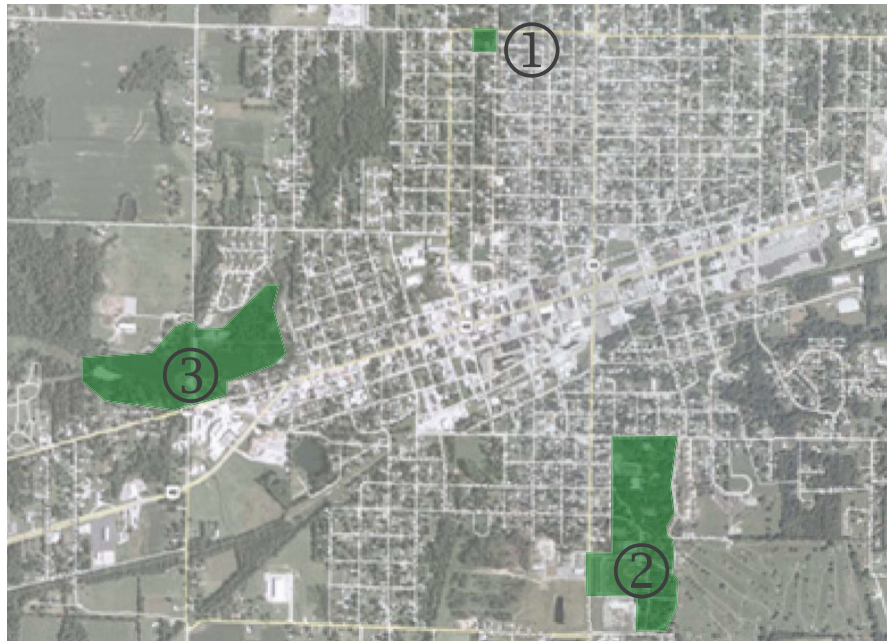
The Brazil community has an outstanding parks system. Totalling over 140 acres, the parks provide an expansive amount of outdoor leisure and recreation opportunities. The Parks and Recreation Department of Brazil is under the control of the Brazil Parks and Recreation Board. They manage three parks in Brazil: Forest Park, Babe Wheeler Park, and George Craig Park. Figure 19 shows the inventory for each of the three parks.

	Forest Park	Babe Wheeler Park	Craig Park
Acres	71	1.5	70
Active/Passive	Active	Active	Active
Amphitheater	1		1
Baseball Fields	5	1	
Basketball Court	4	2	
Benches	40	4	15
Bicycle Path	1		
Bleachers	4 Sets		
Running Course			1
Fishing Docks			2
Flagpole			1
Frisbee Golf Course	1, 18-Hole		
Gazebo	1		
Grills	40	2	2
Historic Cabins	2		
Horseshoe Pits	12	2	
Locker/Shower	1		
Outdoor Pavilion	1		
Park and Rec. Office	1		
Parking	Parking Lots	Street Parking	Parking Lot
Picnic Shelter	20	1	2
Picnic Tables	120	3	12
Playground Equipment	Yes, 2	Yes, 1	Yes, 1
Pool	1		
Restrooms	6	1	1
Sand Volleyball	1		
Shuffleboard Courts	2		
Soda Machines	10		
Swimming Pool	1, with slide		
Tennis Courts	4	1	
Trash Cans	25	6	10
Walking Path	1		
Walking Bridges	2		
Water Spicket	1	1	1

Figure 19: Parks Matrix:
• The matrix list the size and the activities in each park.

Brazil Parks Map

- ① Babe Wheeler Park
- ② Craig Park
- ③ Forest Park



Wheeler Park

Babe Wheeler Park is located north of downtown bounded by Meridian, Hendrix, Robinson, and Colfax Streets. It is a small neighborhood park with baseball fields, basketball courts, playground equipment, and a picnic shelter. Although the park is small, about one and a half acres in size, it is still widely used by the community.

Craig Park

George Craig Park is a seventy-acre park located west of downtown on North 200 West. Two fishing lakes are located here, as well as a small playground and picnic shelters. The Northview High School Cross Country team makes use of the running track for school events. Fifty acres of Craig Park are currently unused and available for development.

Forest Park

Forest Park, also known as Staubitzer's Woods, is a seventy-one acre park located about one mile south of downtown. The Forest Park Golf Course, on Forest Park Avenue, is located just east of Forest park. It is the largest park in the city boasting: baseball fields, basketball, tennis, and shuffleboard courts, horseshoe pits, a swimming pool, bicycle and walking paths, and an 18-hole Frisbee golf course. The parks other amenities include, two playground areas, Historic cabins, an amphitheater, pavilion, and picnic shelters. This park is used by all ages and for a variety of activities, sports, and events.

Other outdoor activities, like boating, camping, hunting, and fishing, are available at the eight state parks that are within an hour drive from Brazil. Nearby Indianapolis provides world-class recreation and entertainment opportunities for the community.



Babe Wheeler Park



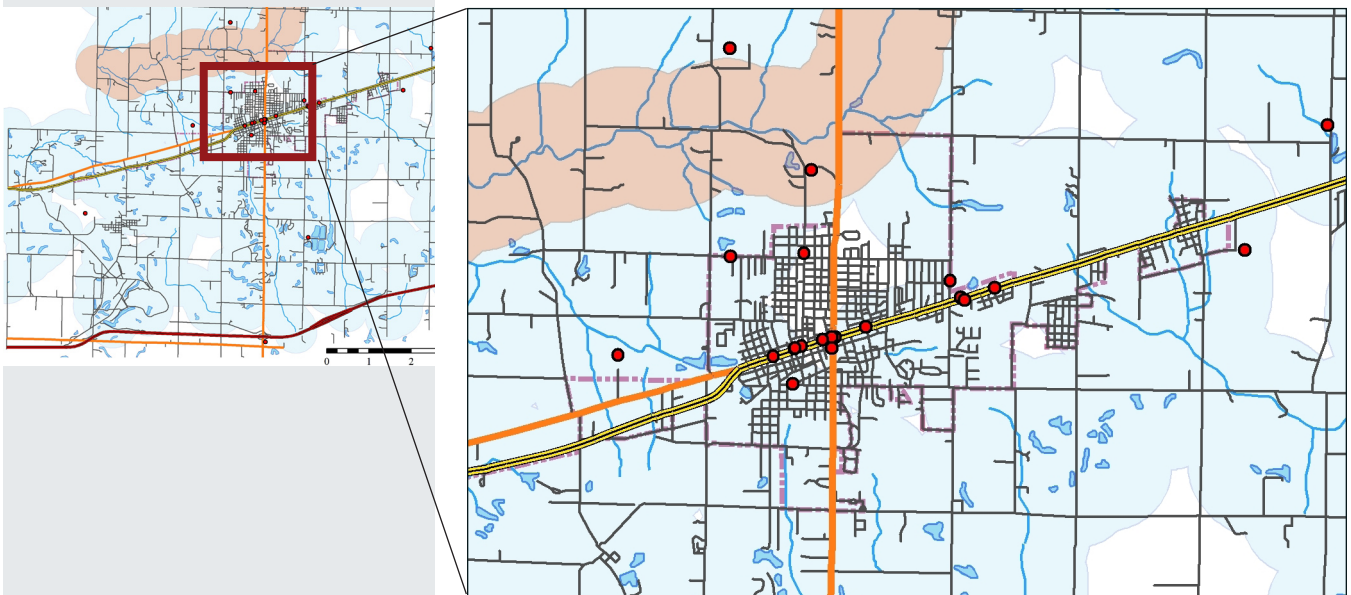
Craig Park



Forest Park

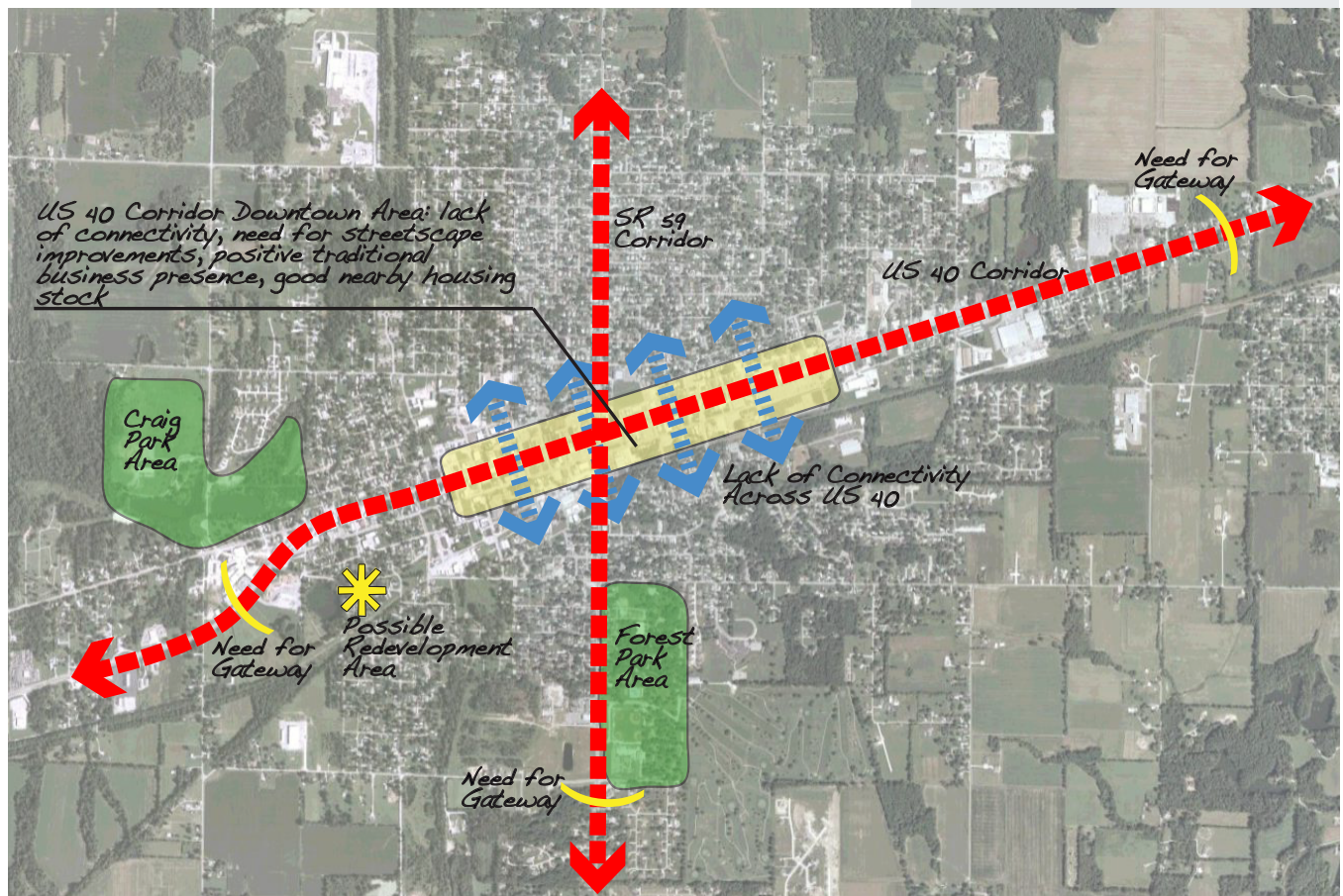
Land Suitability Diagram

The purpose of a Land Suitability Diagram is to show areas that are most economically sensible and environmentally sensitive for development. Economically sensible sites include areas along regional transportation routes, such as U.S. or state highways. Environmentally sensitive sites include areas within a half-mile buffer around water features and specific hazardous waste-handling sites.



Land Analysis Map

The land analysis map was created based upon the information gathered at the public meeting. The map indicates where the residents would like to see improved gateways into the community. The community feels that the downtown has a lack of connectivity. It lacks connectivity to its own distinct sections and to the rest of the town. U.S. 40 is in need of repaving and sections should be redeveloped. Brazil should use U.S. 40 as a linear park to create connections to both Craig and Forest Park while improving the streetscape, pedestrian walkability, and infrastructure.



Foundations

Executive Summary

- Both of Brazil's population peaks occurred while Clay County was experiencing continuous loss of residents, defining Brazil as a hub of growth, development, and an attractive place for residence within the county.
- In the city of Brazil 64% of the households and 66% of the homes are owner occupied residences. 70% of Brazil's housing stock was built pre-1970s with a home median value of \$59,300. Upkeep and maintenance are important issues that need to be addressed. However, 2002 onward has indicated increases in housing costs with new housing units being significantly more expensive.
- 65% of household incomes in Brazil fall between \$15,000 and \$75,000 a year with the median household income at \$30,902. This is \$6,000 less than Clay County and \$10,000 less than Indiana's median household income. Brazil lacks a significant number of residents with college degrees; indicating those that do receive four year degrees do not stay in the city.
- Brazil had an increase in the population at a greater rate than that of Clay County and Indiana from 1990 to 2000. Brazil has a start of a stationary pyramid with a growing aging population. Retirement attractions, health care, and nursing homes will continue to be important community aspects that Brazil must prepare for in its future planning.
- Brazil takes pride in their school programs designed for accelerated and gifted students and for assisting special needs students. Programs for average students are lacking and goals for their enhancement should be set.
- Manufacturing related industries primarily employ Brazil's population. The city needs to diversify its economic base through the encouragement of more entrepreneurial and regional industrial support businesses, local convenience retail and niche market retail businesses. Multiple smaller businesses will serve the community more effectively than one or two larger businesses.
- Clay County has two industries, agriculture and mining, that are not at or above the location quotient of 1. Indicating that they are 'non-basic' and do not produce enough for the county's economy's needs. This results in the economy importing these goods or services. These 'non-basic' industries may be areas that need further development in the community. Currently more people commute out of than into Clay County.



- In order to develop as a community, Brazil must take full advantage of all of the assets. The community is abundant in historic resources, historic residential areas, a good school system, parks with excellent recreation potential, proximity to major highway corridor, some loyal and healthy businesses, dedicated leadership and the potential growth.
- Creating the physical setting for prosperity and a high quality of life is critical. A community plan that identifies desirable future land-use patterns, land-use intensities and quality and character of development will provide a solid foundation for community development - if it is accepted and implemented by the community. Brazil desires growth, but wisely does not want to do so at the sacrifice of quality of life and its unique heritage and character or for short-lived successes.
- A positive community attitude about the town's future must be fostered and nurtured, and future leadership must be developed, particularly with younger people.
- All growth and development must be done in a planned manner that considers infrastructure capacity, public facilities, public amenities and the environment. It must also be sensitive and true to the long-term goals and vitality of the community. The community's heritage and long-term goals must not be sacrificed for short-term or individual gains.
- The long-term strategy for community change must be a mixture of short-term, visible and attainable improvements that establish a clear pattern of positive community momentum, and long-term, systematic vision and changes that are sensitive to the community's institutions and values.
- Brazil should recognize and build on its heritage, but welcome sensitive and appropriate new development.

Overall Goal: Downtown Redevelopment

Downtown Brazil is composed of three areas – a section including city hall, a portion where the Clay County courthouse is located, and a commercial district. Each area is located along the US-40 corridor but are not integrated. Gas stations, housing, and other uses separate the three areas, resulting in a need for downtown connectivity. The downtown area lacks a central node – an area or destination to which an outsider would recognize they are in the Brazil downtown. Brazil needs to enhance the quality, character, and life of the historic buildings along US-40; vacant lots need in-fill development with new buildings emulating the existing character of the downtown; and a pedestrian friendly streetscape design established throughout the downtown corridor. These steps provide Brazil the necessary tools to connect the three areas, creating a historic, attractive, and well functioning downtown destination.

Overall Goal: Downtown Redevelopment

Establish downtown as a destination for people living in and around Brazil by improving the physical character and the economic environment of the area.

Further...

Brazil should:

Priority Complete

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Provide a comprehensive approach to revitalizing downtown Brazil. |
| <input type="checkbox"/> | <input type="checkbox"/> | Provide better pedestrian access to downtown through sidewalk improvements in the surrounding neighborhoods. |
| <input type="checkbox"/> | <input type="checkbox"/> | Develop a retail strategy to encourage new retail and commercial services that support the niche market of heritage tourism. |
| <input type="checkbox"/> | <input type="checkbox"/> | Provide for and encourage pedestrian access to businesses in downtown Brazil. |
| <input type="checkbox"/> | <input type="checkbox"/> | Develop a gateway for the entrances to the downtown historic district. |
| <input type="checkbox"/> | <input type="checkbox"/> | Develop a downtown identity through beautification and maintenance program. |
| <input type="checkbox"/> | <input type="checkbox"/> | Redesign and improve US-40 to better manage traffic flow and provide a more visually-attractive corridor. |
| <input type="checkbox"/> | <input type="checkbox"/> | Develop a streetscape and consistent signage program for downtown Brazil |
| <input type="checkbox"/> | <input type="checkbox"/> | Improve the visual character of businesses in the downtown through the implementation of design guidelines and a building improvement program. |
| <input type="checkbox"/> | <input type="checkbox"/> | Establish Brazil as a state Main Street community. |



Redevelopment and New Construction in Downtown

Sub-Goals:

- A. Encourage new, infill construction that is compatible with the appearance, color, and patterns of the surrounding buildings.
- B. Encourage the construction and/or redevelopment downtown buildings that will enhance and celebrate the character of the Old National Road US-40 recognizing its importance in all time periods.
- C. Utilize vacant/abandoned buildings for uses that will benefit the community and provide future commercial and residential opportunities.
- D. Use under utilized buildings/lots along US-40 to enhance the history and character of the street.
- E. Develop the streetscape of downtown Brazil to be pedestrian oriented and is easily accessible to the neighborhoods.

Action Steps:

Priority Complete



Establish design and development guidelines for downtown development.

One of Brazil's greatest assets is its historic and small town character. All new and infill construction, and building renovation should be compatible with its context. Design and Development Guidelines for these types of projects can be found in Section 4 of the Brazil Community Plan. Property owners and developers should be encouraged to follow these guidelines in evaluating the upgrades, enhancements or renovation of existing buildings and sites and in the development of new projects.



Brazil Planning and Design Studies



For Sale by Historic Landmarks
Brazil, Indiana

D.H. Davis Building

115 West National Avenue, the northeast corner of US 40 and Meridian Street.

1909 Neoclassical commercial building (approx. 20,880 sq. ft., including basement). Listed in National Register as part of the Brazil Downtown Historic District. Brick, steel, and frame construction with terra cotta and limestone details. Ground floor configured for retail/office space, upper floors configured for offices, though conversion to residential is possible. Many original interior features and finishes remain. Condition assessment and rehabilitation study completed March 2005. Parapet wall stabilization completed 12/2005, new rubber membrane roof (with fifteen year warranty) installed 2/2006.

Price: \$85,000 (Interested parties must demonstrate the ability to complete rehabilitation.) Contact: Historic Landmarks' Western Regional Office, 812-232-4534 or west@historiclandmarks.org.



Priority Complete

- ☐ ☐ **Develop programs and projects to encourage the enhancement and renovation of existing structures and sites**

Brazil should encourage enhancement and renovation of existing buildings through the development of incentive programs. Matching grant programs, tax abatement programs and technical assistance programs can be of tremendous benefit in encouraging property owners to invest in the character of the community. An example of a matching grant incentive program is included in the Design and Development Guidelines section of this document.

- ☐ ☐ **Work with the Indiana Historic Landmarks Foundation and other related groups to develop and promote the character of downtown Brazil**

There are several existing organizations that can provide technical assistance and assistance in securing funding for enhancement programs and projects. Several of the local and regional economic development programs and organizations can also provide technical and/or financial assistance in revitalization efforts.



Historic Preservation Tactics

- Return all openings to original size
- Point and tuck mortar
- Clean limestone and remove grime and mildew
- Paint and repair window frames and seals
- Return to one main entrance in front



HISTORIC
LANDMARKS
FOUNDATION OF
INDIANA



Downtown Seating/Gathering Spaces

Goals:

- A. Develop additional opportunities in the downtown area for seating/gathering spaces, making the downtown oriented toward the pedestrian and easily accessible.
- B. Provide an alternative use for the “missing teeth” in downtown to fill in gaps where buildings have fallen or been torn down. This can be done until further plans are made for redevelopment or construction of a new building.

Action Steps:

Priority Complete

- ☐ ☐ **Identify vacant properties that exist within the fabric of downtown and determine those sites that would benefit from the development of pocket parks or infill development**

Downtown Brazil currently has several “missing teeth” within the downtown fabric. These sites need to be identified and then determine their potential as possible seating/gathering areas. These areas can be developed as temporary improvements until further redevelopment projects are undertaken.

- ☐ ☐ **Develop a working relationship with land/building owners to encourage redevelopment of the site as a seating/gathering space**

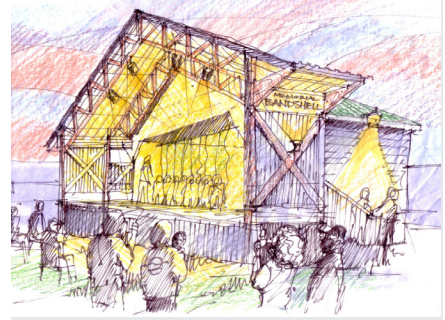
A partnership should be established with the property owner to receive cooperation in the redevelopment of the property as a downtown pedestrian space. Offer incentives to the owner and provide them with examples of how their lots can improve the character and viability of downtown.

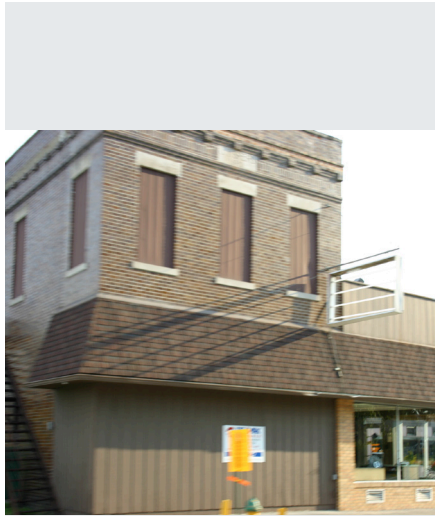


Priority Complete

- ☐ ☐ **Develop regular and special events in the downtown to attract local residents and visitors to downtown businesses**

Regular events, such as farmers' and artists' markets can be an effective way to attract people to the downtown. Special events, such as Brazil Days, or other activities can also bring high visibility to the many assets of Brazil.





Downtown Beautification and Design

Goals:

- A. Restoration of facades in downtown to their original state/condition will increase the quality of aesthetics and unite the character of downtown.
- B. Maintain standards of sign ordinance for unity.
- C. Create seating space for pedestrians with added streetscape furniture.
- D. Maintain standards for landscaping.
- E. Incorporate rear entrances of buildings as owner/worker parking, as well as parking for residents above.

Action Steps:

Priority Complete



Identify buildings which need facade restoration.

Utilizing the guidelines found later in this report, buildings can be assessed for the types of renovation/enhancement work that needs to be done. Technical assistance can also be found through Indiana Historic Landmarks Foundation and other sources. Buildings with in need of structural repair and/or repair of the building envelope should be addressed on a priority basis.



Develop and implement building/facade restoration programs which will help facilitate building rehabilitation and enhancement.

A partnership between the property owners and the community should be established to facilitate the renovation/restoration of the downtown buildings and spaces

By coordinating efforts of several property owners purchasing services “in bulk” costs can be significantly reduced.



Priority Complete

- ☐ ☐ **Set and enforce standards for signage by use of a sign ordinance.**

To create cohesion and a sense of continuity in the downtown, standards must be established and enforced for signage and other design elements (refer to the following sections within this plan).

- ☐ ☐ **Use pedestrian scaled streetlights for safety and information purposes: banners, street signs, etc.**

While redeveloping the facades, consider adding additional amenities to the streetscape such as benches, streetlights, etc. All of these elements should be pedestrian scale to create a sense of safety and acceptance for pedestrians.

- ☐ ☐ **Determine desired street furniture needed to purchase.**

Street furniture design should be established before beginning any restoration and should continue throughout the restoration of all the buildings. Again, this is to create a continuity within downtown and provide a sense of place.

- ☐ ☐ **Plant necessary trees, shrubs, and flowers along street and buildings.**

Develop a streetscape design and plant any necessary trees, shrubs, and/or flowers along the street and buildings. This helps to create a welcoming environment for pedestrians and adds color as accents to the structures.

- ☐ ☐ **Link rear entrances with pedestrian walkways to rear parking (where possible).**

Whenever possible, link the rear of the structure to the street through the use of walkways. This should also be done with any other parking squares that are adjacent to downtown. This ensures that pedestrians are capable of parking their cars and walking to the downtown safely and quickly.



Overall Goal: Economic Development

Brazil should develop and publish a community information publication that categorizes informational opportunities businesses. The publication will target both incoming and currently established businesses, encouraging and helping to generate, retain, and expand on Brazil's business economy.

Overall Goal: Economic Development

Develop new small enterprise, retain and expand current industrial and commercial businesses and attract new compatible businesses in order to diversify and stabilize the economic base, attract better paying jobs and to improve public services.

Further...

Brazil should:

Priority Complete

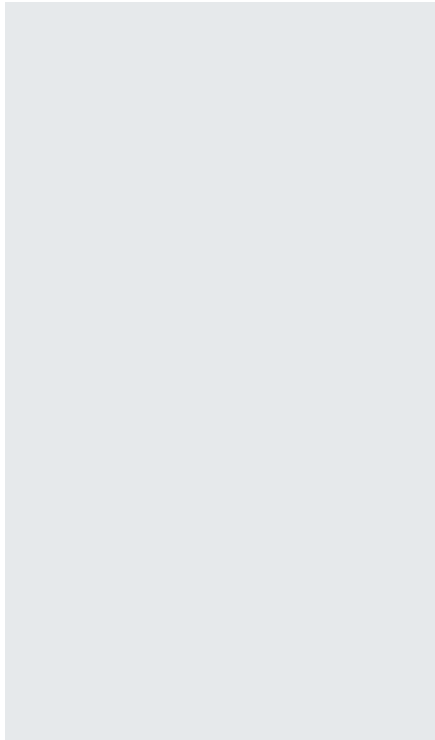
- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Develop a strategic enterprise and economic development strategic action plan that details what Brazil wants to achieve, how and when - and identify costs and implementation strategies. |
| <input type="checkbox"/> | <input type="checkbox"/> | Diversify and stimulate the local economy by encouraging local enterprise development and entrepreneurship and by making new business growth and development in Brazil as simple as possible. |
| <input type="checkbox"/> | <input type="checkbox"/> | Encourage adaptive reuse of existing industrial and commercial facilities. |
| <input type="checkbox"/> | <input type="checkbox"/> | Continue to develop and support the new industrial park. |
| <input type="checkbox"/> | <input type="checkbox"/> | Develop a small business resources/network center to provide technical assistance, support and special services to existing and new small businesses. |
| <input type="checkbox"/> | <input type="checkbox"/> | Develop a business incubation program to stimulate new business development in Brazil. |
| <input type="checkbox"/> | <input type="checkbox"/> | Target the development and attraction of businesses that are supportive of the local heritage, resources and workforce base. |



Priority Complete

- ☐ ☐ Establish a retail development strategy for downtown that provides basic services to the local community and establishes an attraction to heritage tourism.
- ☐ ☐ Develop, promote and market the “human capital” resources of Brazil as demonstrated by the skilled workforce.
- ☐ ☐ Work with the local schools and area institutions to develop diverse workforce skills in the existing and entry-level workforce.
- ☐ ☐ Target new industrial and commercial businesses that have low environmental impact and provide product and logistical support for area and regional businesses - taking advantage of Brazil’ strategic location on the U.S. 40 and I-70 corridors.





Industrial Development

Industrial development considers opportunities for fully utilizing existing industrial buildings. It also considers alternative forms of industry such as cottage industries and local value-added industries.

Goals:

- A. Attract technology-based small businesses.
- B. Encourage local niche market and convenience businesses.
- C. Create a market for local value-added industries.
- D. Minimize environmental problems in the areas of industrial land use and encourage brownfield redevelopment.

Action Steps:

Priority Complete



Provide adequate infrastructure services to support technology-based business

Technology-based business would help to diversify the Brazil economy and encourage a larger number of smaller businesses. In order to encourage technology-based business to locate in Brazil, or to encourage technology-based entrepreneurship, appropriate infrastructure needs to be in place. This infrastructure includes the availability of ISDN telephone/communication lines and high-speed/broadband internet services. Existing lines should also be repaired to fix existing problems and upgraded to handle future demands.



Priority Complete

- ☐ ☐ **Recruit industries and small businesses that add value to locally and regionally produced good and services**

Communities whose industries are based on limited resources can create new businesses and jobs by adding value to the products they currently export. The purpose of local value-added industry is to increase the multiplier effect, or the number of time a dollar circulates in the community. For more information about local value-added industry see Detail Section: Local Value-Added Industry. Brazil could recruit businesses, or encourage entrepreneurs, who would add value, such as processing, packaging, or transportation, to the goods and services currently being produced in Brazil. Businesses that relate to agriculture and the manufacturing enterprise in South Bend, Plymouth, Warsaw and Kokomo would be the businesses of most importance.

- ☐ ☐ **Encourage new businesses and new business leaders through Junior Achievement and S.C.O.R.E.**

Many new businesses never get started or new reach maturity because the support mechanisms are not in place to encourage and provide technical assistance to potential entrepreneurs and small enterprise. There are a variety of organizations that have affiliates in the area that can help initiate programs in the schools and in the community to train and encourage new businesses and new business leaders. Junior Achievement and S.C.O.R.E. (Service Corps of Retired Executives) are just two of those organizations. See the Detail Section for more information.





Priority Complete

- ☐ ☐ **Work with state environmental agencies to determine the extent of environmental problems and identify alternative solutions**

Some of the sites in Brazil have been identified as brownfield sites with potential environmental problems. In order to determine the feasibility of redevelopment on these brownfield sites, local officials should work with the state environmental agencies to determine the extent of the environmental degradation and alternative mitigation strategies. Once alternatives have been delineated, redevelopment options will be more clear. All findings and decisions regarding the sites should be communicated to area residents in a clear, comprehensible, and fact driven manner.

- ☐ ☐ **Obtain funding for environmental mitigation or incentives for brownfield development**

If brownfield redevelopment is a feasible alternative, the town should consider obtaining funding for environmental mitigation through bonds, loans, leveraging of grant dollars, or grants. Any incentives that are offered for industrial development should be offered for existing brownfield sites and mitigation of problems associated with those brownfields. New funding and technical assistance resources have been made available recently. For more information, see the Brownfields Detail Section.

- ☐ ☐ **Redevelop the underutilized industrial buildings and/or building sites as a speculative manufacturing facility**

Utilization of the currently vacant industrial facilities in the Brazil Industrial Park could be redeveloped as a small business/industrial incubator. In association with the Clay County Economic Development Corporation, this facility could be subdivided and utilized as an incubator for new start-up businesses. The development of a new, turn-key facility could also serve as a catalyst for new industrial development.



Business Incubator

Goals:

- A. Nurture start-up local companies into healthy small businesses.
- B. Develop a small business incubator program that builds upon the small business resource center.
- C. Acquire a facility that provides a variety of spaces, ranging from office to production.
- D. Provide a location for new business owners to “get on their feet” while starting up their business by providing them with shared resources to help with the costs and labor.

Action Steps:

Priority Complete



Utilize the resources of the state Small Business Development Center in the development of a traditional or a “wall-less” incubator to provide a foundation for an incubator facility

Small business incubators provide technical and service resources as well as training for start-up businesses. These services provide important support for the critical first year or two of a new businesses' life. An incubator can utilize existing facilities to provide below-market rent and technical and business support services. These same services can be provided for those businesses that chose not to co-locate in the incubator facility - a “wall-less” incubator.



Brazil Planning and Design Studies



Priority Complete

- ☐ ☐ **Develop a strategic plan including a comprehensive mission, long-term goals, and a general plan of action that identifies long- and short-term goals, objectives and specific tasks to be completed by specific individuals and/or organizations**

The success of any business begins with a good and realistic business plan. The same is true with a business development program. The Brazil Town Council should work closely with the several area economic development organizations and state Main Street center to develop a detailed business development plan.

- ☐ ☐ **Acquire land and/or existing facility for the site of the small business incubator**

The redevelopment of an existing facility is the preferred approach to the establishment of a small business incubator. The abandoned manufacturing facility in the industrial park could serve as a small business incubator or speculative business site. These activities should be coordinated with the several local economic development agencies so as not to duplicate efforts.

- ☐ ☐ **Work with the Clay County Economic Development Corporation and other economic development agencies in development and operation of the incubator**

Establishment and operation of a small business incubation program is best done separately from the normal operations of the Town of Brazil. As Brazil does not have its own economic development agency, the community should work closely with the Clay County Economic Development Corporation and other neighboring economic development agencies to develop policies and operational guidelines for the incubator and incubation program that could function at the regional level.



Workforce Development

Workforce development initiatives are concerned with creating a better match between the employee qualification needs of employers with the skills of the local workforce.

Goals:

- A. Develop a workforce that is able to meet current employer demand and attract new industries/businesses to Brazil.
- B. Develop workforce skills to compete with the continued growth of technology within the workplace.

Action Steps:

Priority Complete



Insure that high school graduates have minimum level of computer competency

The minimum level of computer competency expected from high school graduates includes exposure to popular office software such as Microsoft Word, Microsoft Excel, Microsoft Access and PowerPoint. Students should also have experience with using the internet for research, email, and the transferring of data between computers.



Invest in state-of-the-art technology in all school programs, especially technical and vocational programs

Technical school programs, or technical programs in community schools, prepare non-college bound students with the needed skills to enter a technical field following high school (or technical school) graduation. In order to meet this goal, the technical schools should have equipment (such as computers, CAD software, machinery, etc.) that is comparable to the equipment used in industry. School-business partnerships may be able to help the schools obtain such equipment.



Priority Complete



Develop and implement programs insuring that all students and persons seeking employment have minimum communication skills

Job seekers include all unemployed persons in the workforce as well as people looking to enter the workforce, and people seeking career or job changes. Employers in all fields are looking for employees with good oral and written communication skills. Interpersonal communications as well as small group verbal communication skills are desirable to most employers. Technical writing skills are also highly desirable. Job seekers should also be familiar with basic internet etiquette. These skills can be taught through high school communications or speech courses as well as through continuing education/adult education courses.

Retail/Service Development

Development of the retail and service sector was identified by residents as a critical need. Additional opportunities for shopping within Brazil would be of great benefit to local residents but will face still competition from regional retailers and service providers.

Goals:

- A. Recruit, and encourage development of businesses that are currently needed within the community
- B. Develop marketing and promotional programs to support existing businesses that are contributing to the local economy



Action Steps:

Priority Complete

- ☐ ☐ **Develop job/business training programs for these occupations and industries (see Workforce Development)**

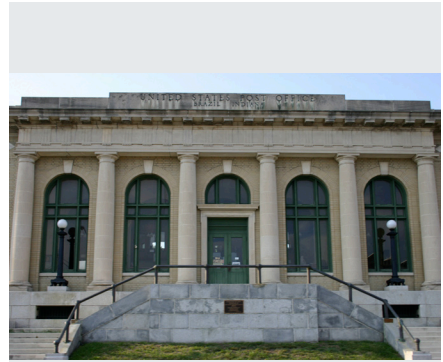
Job training and entrepreneurship training to prepare a workforce for development of retail and service businesses will encourage growth in these sectors. Hospitality training, focusing on customer service, is another type of training needed to promote retail and service sector growth and develop Brazil's existing niche in those areas.

- ☐ ☐ **Develop incubator space and shared resources**

Incubator space with shared resources for entrepreneurs in business support services such as printing, accounting, or law could increase the chances of small business survival. For more information on business incubators see Detail Section: Business Incubators.

- ☐ ☐ **Market Brazil to prospective businesses to let them know about the town, labor force, and business market**

Brazil has many location and character assets which should be marketed to retail and service businesses, as well as to industries (see Industrial Development). A marketing campaign as a part of a comprehensive economic development plan could bring additional retail and service sector businesses to Brazil, increasing the non-residential tax base.



Priority Complete



Encourage entrepreneurship in needed business areas

Many of the locally needed businesses could begin as entrepreneurial enterprises with the help of a small business development center of the Clay County Economic Development agency. Bed and Breakfasts could fill the need for overnight guest accommodations and encourage tourist visits. Child care facilities can be established as home-based businesses, provided the home meets the state requirements for child-care facility licensing. Business support services themselves can be home-based businesses, such as printing shops, accounting firms, and law firms.



Enhance walkability to help increase pedestrian traffic downtown

Parking near downtown with safe, lighted, sidewalks could encourage pedestrian traffic through downtown. An attractive pedestrian environment in the downtown historic district would also be more attractive to new businesses and customers. Increased signage, with a consistent design, would increase the visibility of existing parking areas and pedestrian walkways. People need places to walk that are safe and provide direction to their destination. Encouraging pedestrian traffic could improve business in downtown shops as people are likely to stop in shops as they walk by. Converting a vacant building, or building an infill structure, for use as a public rest room or sitting area would also increase the desirability of downtown as a pedestrian area.



Priority Complete

- ☐ ☐ **Revise zoning ordinances as necessary to encourage retail and service development in the core of the community and in home-based businesses and to discourage it on the fringe**

Commercial development should be encouraged in the downtown through the enforcement of zoning. Limited interchange commercial (fuel, fast food outlets) should be encouraged at the intersection of U.S. 31 and S.R. 10, but traditional retail establishments should be located in the downtown area of Brazil.

- ☐ ☐ **Retail uses should be located on the first floor and service and residential uses on the upper floors of downtown buildings**

The zoning map for the central business district should reflect that it is desirable for first floor uses to be retail in nature and for second floors to be occupied by services, which generally have less consumer traffic than retail shops. Upper floor residential development in the upper floors would fill a growing need in the heart of town and provide a market for downtown businesses.

- ☐ ☐ **Create Brazil gift packages, and other Brazil logo promotional items based on local goods and services**

A "Brazil, Indiana" gift package should be created to promote the heritage and many incentives that Brazil has to offer. Other Brazil logo promotional items could be created to be part of the gift package. These items would encourage distant visitors to spend money on locally-produced items and would market Brazil to those who see or receive the gift packages.

Brazil should also develop "Brazil Dollars" coupons good for merchandise in the downtown area.

Overall Goal: Housing

Brazil has minimal housing varieties and low housing values when compared to other Indiana cities. The houses are alike in styles and size; creating a housing stock with few large high priced homes and few smaller affordable houses. Brazil is in need of providing more diversified housing stock. The city should develop informational programs and workshops for home-ownership, financing, and housing maintenance/rehabilitation, and historic preservation.

Overall Goal: Housing

Encourage the development of quality housing options for current and potential residents of Brazil while ensuring the livability of existing homes.

Further...

Brazil should:

Priority Complete

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Develop a housing strategy and be more proactive in local zoning and site plan review to encourage a wide range of housing options. |
| <input type="checkbox"/> | <input type="checkbox"/> | Encourage quality residential opportunities in the upper floors of downtown buildings while redeveloping the rear of buildings to provide for the additional parking necessary. If at all possible, existing structures should be restored to maintain the heritage of Brazil. New construction doesn't offer the same appearance unless strict design guidelines are in place and emphasis is put on the building's design. |
| <input type="checkbox"/> | <input type="checkbox"/> | Encourage the development of upscale housing in, and around, Brazil to provide local housing options for the managers of new local businesses. |
| <input type="checkbox"/> | <input type="checkbox"/> | Work with the Clay County Health Department to increase public awareness of possible lead-based paint hazards and facilitate its removal or encapsulation, whichever is most appropriate for the particular situation. |



Housing Development/Redevelopment

Goals:

- A. Develop a wide range of housing options to meet the diverse needs of Brazil residents.
- B. Promote residential opportunities in downtown Brazil while redeveloping rear entrances to downtown buildings to accommodate parking and provide a “front entrance.”
- C. Encourage the development of upscale housing in areas of new development.

Action Steps:

Priority Complete



Revise zoning, subdivision, and PUD ordinances as necessary to allow for single family, detached, zero-lot-line, single family attached, multi-family, and mixed housing in accordance with the recommendations of the land use plan.

Brazil ordinances must be revised/amended to provide for a variety of housing opportunities and for a variety of incomes. For detailed information on the location of development, please refer to the Land Use section within the Community Plan.

Priority Complete

- ☐ ☐ **Encourage affordable housing for all, but especially those with moderate and low incomes**

There are several ways to encourage affordable housing. Some include:

- *Allow net densities of 6-7 units per acre without the appearance of overcrowding.*
- *Encourage cost-effective site development and construction methods.*
- *Encourage energy-saving features in housing.*

Higher densities are usually necessary to make housing more affordable, but it doesn't have to appear overcrowded. Brazil should revise ordinances to allow higher density housing only where it meets certain criteria for avoiding the appearance of crowding.

What constitutes affordable housing is dependent on the family type and income level. Low-income is generally defined as less than 50% of the median household income. Moderate-income is considered 50%-80% of the median household income. The chart below indicates the appropriate affordable household types and their location:

- ☐ ☐ **Encourage focused housing development/redevelopment efforts to accommodate special needs in the community**

Progressive care facilities are often designed as small communities; having facilities such as doctor's offices, pharmacies, administrative offices, a nursing home, apartments or town houses, and single family residential units. This type of development could be encouraged in Brazil by adopting a Planned Unit Development ordinance that allows for this type of multiple use development.



Priority Complete



Encourage the preservation of traditional neighborhoods and the development of new housing in the form of traditional neighborhood developments (TNDs)

The land use and growth management section encourages appropriate and efficient land development in Brazil. When residential development plans are approved, they should comply with those recommendations. In addition:

- Revise the zoning ordinance and map as necessary to implement the recommendations of the land use and growth management section.*
- Encourage developers to renovate or build housing in zoning districts where permitted or as recommended in the land use and growth management section.*
- Resist the urge to approve rezoning applications except where they agree with the land use and growth management recommendations and meet the criteria for rezonings as described in the zoning ordinance.*

Priority Complete



Revise the zoning, subdivision, and/or other PUD ordinances as necessary to require high quality improvements and amenities in new residential development

Brazil's neighborhoods are primarily traditional neighborhoods, including sidewalks and square blocks. This pattern of housing development is reemerging as Traditional Neighborhood Development. Some of the strategies for encouraging new housing development to maintain the character of existing neighborhoods are:

- *Encourage housing renovation in traditional neighborhoods in accordance with the land use and growth management recommendations.*
- *Implement traditional neighborhood elements in existing neighborhoods.*
- *Revise the zoning, subdivision, and/or PUD ordinances to implement TND guidelines.*



Organize a system to help residents with home maintenance

Requirements for high quality construction and amenities in new subdivisions is an appropriate means of managing development quality. Ordinances should be revised to require sidewalks in all new residential development, and lighting and curbs where consistent with community character.



Priority Complete



Provide incentives for renovation of existing homes in accordance with TND principles

A strategic plan should be developed for capital improvements such as sidewalks and curbs. The plans need to be implemented to upgrade these services in existing residential areas. Sidewalks, accessible ramps, and curb maintenance is an issue throughout Brazil's neighborhoods. Much of the infrastructure is non-existent or is crumbling from age and/or lack of maintenance. A schedule for replacement and subsequent maintenance should be developed. Many communities fund these improvements through "user fees," charging each property owner for the improvements on their property. This mechanism is often politically unpopular, but has no financial costs to the town government. Another option is to fund improvements with EDIT tax revenues. This option acknowledges that the appearance and maintenance of community infrastructure is important to the economic development, especially tourism. An appropriate alternative may be to use a combination of municipal funds and "user taxes."

Priority Complete



Establish a Task Force to investigate state programs for housing development/redevelopment

A “one-stop” housing shop would provide citizens with information about home maintenance and renovation as well as the tools and labor to do the job. This may be done in conjunction with the local library to provide space to store the information resources. These programs should be developed in cooperation with Clay County, local CHoDOs (Community Housing Development Organizations) and the Indiana Housing Finance Authority.

• **Information.** *The shop would include a collection of “How to ...” books, videos, and pamphlets. The shop should also coordinate with local and regional maintenance and renovation specialists to provide “Do it yourself” workshops.*

• **Tools.** *The shop would include a pool of tools that could be loaned or rented. These tools would be large items (such as extension ladders and scaffolding) or uncommon items. The tools could be purchased with funds raised by service organizations or donated.*



• **Labor.** *The shop would be a clearinghouse for matching labor providers with those needing home maintenance or repairs. Labor providers could include volunteers, youth working in part-time or summer jobs, and professionals. Volunteers and youth workers could be recruited through the churches, schools, and organizations with a community service requirement. Recipients would frequently be the elderly, who need help with home maintenance such as painting and tree-trimming. Churches and local social organizations could be used as networks to contact the elderly who would be interested in participating. These activities could take place during an annual “volunteer days,” beginning with a kick-off rally in a central location such as the high school or a town park.*

The shop would need to be staffed, either by volunteers or by part-time workers (retired people, homemakers, etc.). The shop should be connected, at least informally, with other community and state housing organizations to provide the broadest range of services to local residents.

Priority Complete

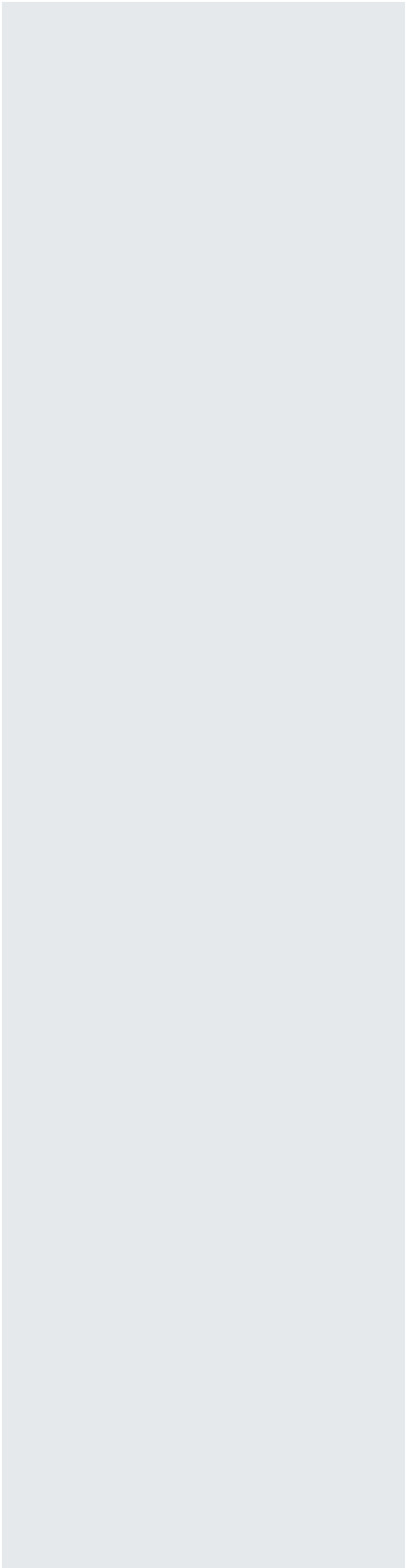


Establish a Housing Task Force federal housing programs.

The state and federal government have a variety of housing development and/or redevelopment programs designed to assist communities in providing affordable housing for low and moderate income people or for specific segments of the population, such as the elderly. The programs and their requirements change frequently, as do the deadlines for applications. Having an individual responsible for researching, monitoring, and making recommendations about the programs to the Town Council may help Brazil qualify for affordable housing assistance. There are a number of housing assistance organizations on the World Wide Web. Current housing finance assistance information can be found in the Toolbox Guide to Development Funds published by the center for Economic and Community Development in association with the Indiana Department of Commerce. The Toolbox is available on the World Wide Web at <http://www.bsu.edu/cecd/toolbox>.

Once strategies for housing development have been selected, implementation should begin immediately, in a visible (or at least well publicized) manner to gain the acceptance of the residents and the development community.





Overall Goal: Land Use

Brazil is mainly composed of residential uses, commercial use, institutional, and agricultural use. For development to occur, the city needs to maintain the small town feeling through effective growth management and effect design and development guidelines, target development areas best capable of supporting growth, and update the local zoning, subdivision, and planned unit development ordinances to prevent unwanted land uses within the city.

Overall Goal: Land Use

Provide for land development and redevelopment that is harmonious with current land uses, celebrates the small town and historic character of Brazil and protects open spaces and encourages agriculture in surrounding areas through the implementation of smart growth strategies and land use policies.

Further...

Brazil should:

Priority Complete

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Strengthen local control of land use policy/ authority within the incorporated town and jurisdictional fringe. |
| <input type="checkbox"/> | <input type="checkbox"/> | Guide development, redevelopment, brownfield redevelopment and strategic infill development to targeted areas through various growth management tools. |
| <input type="checkbox"/> | <input type="checkbox"/> | Encourage infill development in the heart of Brazil and discourage sprawl, especially along the U.S. 31 corridor. |
| <input type="checkbox"/> | <input type="checkbox"/> | Future growth should be targeted and planned relative to location, infrastructure capacity and its impact on local services and fiscal resources. |
| <input type="checkbox"/> | <input type="checkbox"/> | New residential development should be targeted north of town or east of town. These new residential targeted development areas should be developed and marketed towards upper income families. Any new development should be annexed into Brazil prior to extending services to that area. |
| <input type="checkbox"/> | <input type="checkbox"/> | Areas targeted for growth will be done in association with an appropriate capital improvements plan. Infrastructure development should precede development. |



- ☐ ☐ All new development should meet standards for building repair/maintenance, character, landscaping, sidewalks, lighting and signage.
- ☐ ☐ The distinction between “town” and “country” should remain clear.
- ☐ ☐ Establish natural buffers or bufferyards between residential and non-residential land-uses.
- ☐ ☐ Encourage flexibility and creativity in the development of new subdivisions, Planned-Unit Developments (PUD) and industrial/commercial developments to promote the protection of natural and scenic resources, productive agricultural lands and community character.

Local Control of Development

Goals:

- A. Encourage in-fill development and rehabilitation of existing structures when feasible and prior to new development.
- B. Ensure that new development is harmonious and compatible with the current land uses in the town.
- C. Ensure that new development is complementary with the current small town character of the community.
- D. Create pedestrian friendly character, access and infrastructure resources (sidewalks, etc.) in the commercial areas and residential neighborhoods.
- E. Encourage the ongoing maintenance of current structures and uses to promote future reuse of existing structures.

Action Steps:

Priority Complete

- ☐ ☐ **Enact ordinances that incorporates development and design guidelines**

By enacting ordinances that are built upon a system of overall design guidelines for new development, in-fill and rehab. development, the town of Brazil gains local control of the character and visual quality that is associated with these types of construction. Ordinances should also be enacted for signage and pedestrian accessibility.

Priority Complete



Amend the local zoning ordinance to reflect the land use and development guidelines that will further the small town character

With amendment of the local zoning ordinances, the town is capable of providing a fabric for which development can occur, making sure that it fits into and reinforces the historical and small town character of the community.

Growth Management Through Targeted Development

Goals:

- A. Target development to areas best capable of supporting growth (i.e. north of town). Expansion of Brazil west of U.S. 31 should be discouraged beyond the current industrial area already developed. The cost of providing services to this area would be greater than the benefit gained.
- B. Provide for compact, cluster development in outlying areas.
- C. Preserve prime agricultural and natural lands, and discourage the conversion of these areas to more intense land uses.
- D. Minimize development impacts on the environment by encouraging municipal utilities and services to be extended to new development sites prior to new development.



Action Steps:

Priority Complete



Encourage adaptive reuse, infill development, and rehabilitation/revitalization

Through the encouragement of adaptive reuse, infill development, and rehabilitation/revitalization, Brazil can deal with the abandoned structures and “missing teeth” before encouraging further development outside the town boundaries. An example of this would be redevelopment of apartment/loft structures in the upper floors of downtown businesses, or using empty industrial structures to house small local businesses. This also keeps a permanent population within the downtown.



Implement an Brazil Development Guidance System

An Brazil Development Guidance System helps the town and developers facilitate the desired development patterns and aids in decision-making.



Establish and enforce strong design and development guidelines

By enacting ordinances that include development and design guidelines for new development, in-fill and rehab development, the town of Brazil gains local control of the character and visual quality that is associated with these types of construction. Ordinances should also be enacted for signage and pedestrian accessibility.

Priority Complete



Establish an urban growth boundary program

An urban growth boundary helps to regulate the growth and physical boundaries of the community by drawing a “line” around it and limiting or prohibiting development outside of that line. This program helps to eliminate sprawl and provides for a distinct boundary between “town” and “country.”

The establishment of this “boundary” should be associated with a formal assessment of the infrastructure and service capacity of the area and in association with a formal annexation study.



Establish where and when growth should occur.



Translate areas of growth into phases.



Encourage and facilitate development in the order the phases are established.

Establish and delineate areas for growth and development, The Targeted Development Areas of the Brazil Community Plan provides a guide of where development should occur. It is important to develop these targets areas in accordance with infrastructure and service capacity before development is approved.



Priority Complete

- ☐ ☐ **Invest in public utilities in areas to encourage growth in that designated area.**

The use of public infrastructure is a successful method for controlling development patterns. By investing in public utilities in the areas where development would be most likely to happen, Brazil can encourage growth into those designated areas. Developing infrastructure prior to development also cuts installation costs dramatically.

A long-term and strategic approach to a capital improvement plan will be very beneficial to implementing this development strategy. It will also be critical to balancing the provision of services to unincorporated areas and annexation strategies of Brazil.

- ☐ ☐ **Investigate the feasibility of annexation of the areas immediately surrounding Brazil.**

There are potentially great benefits associated with annexation. There are also potential risks and costs. Annexation of areas to which the town is currently providing services is very difficult. A thorough study of the costs and benefits of annexation should be performed to determine the feasibility of such actions before any annexation is considered.

Overall Goal:
Infrastructure

Brazil should take a proactive approach to improve the amenities and the attractiveness of the city is to focus on a targeted infrastructure improvements plan. The city should use infrastructure to encourage appropriate development in areas capable of supporting development. The targeted infrastructure improvements plan should improve the infrastructure and the environmental

Overall Goal: Environment &
Infrastructure

Stabilize, preserve, promote, and protect a high standard of environmental and water quality for the Brazil area while remediating those areas that are currently a hazard to the environment. Turn existing liabilities into assets for the community.

Further...

Brazil should:

Priority Complete

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Establish a brownfield redevelopment program for existing industrial areas. |
| <input type="checkbox"/> | <input type="checkbox"/> | Develop environmental quality standards for the industrial parks and encourage eco-industrial development. |
| <input type="checkbox"/> | <input type="checkbox"/> | Target specific areas for future development by planning for extension of utilities (Refer to Land Use section). |
| <input type="checkbox"/> | <input type="checkbox"/> | Provide storm water detention, and separation of storm and sanitary water to prevent flooding of residential and commercial structures within Brazil while providing additional recreational/ natural opportunities. |



Brownfield Redevelopment

Goals:

- A. Establish local brownfield sites as positive contributors to Brazil's character and economic stability.
- B. Use adaptive reuse to return brownfield sites as amenities to the area instead of following their path of continuing decay.

Action Steps:

Priority Complete

- | | |
|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> Conduct a feasibility and market study of the area to determine the highest and best use for sites currently vacant and/or under utilized |
|--------------------------|---|

A feasibility study would explore the current conditions and potential utilization/redevelopment that exist in Brazil and assesses what types of businesses/development would be the most appropriate for the town and would be successful.

- | | |
|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> Conduct an environmental condition study to determine if contamination exists in structure, soil and groundwater due to past uses on the sites |
|--------------------------|--|

The environmental condition study, which can be done in association with the Environmental Protection Agency (EPA) or the Indiana Department of Environmental Management (IDEM), determines the extent of any contamination. The study looks at what types of contamination exist and the appropriate method of removal. This study helps the developer/owner determine the appropriate actions for remediation. There are a wide variety of programs available for support and assistance in environmental condition studies and brownfield redevelopment potential.

Priority Complete

- ☐ ☐ **Develop a plan of action for remediation if contamination is found on the sites**

Creating a plan of action details the steps necessary for successful and complete remediation of the contaminated site. This plan provides a step-by-step process and allows the remediation to occur which would allow redevelopment of the site or facility.

- ☐ ☐ **Execute the remediation and brownfield redevelopment plans**

The remediation plan should be executed through a professional contractor who is licensed in such processes. It should be noted that brownfield remediation is very tedious and hazardous work and should not be taken lightly. Technical and financial assistance is available through the Indiana Department of Environmental Management. All work must be coordinated with them.

- ☐ ☐ **Work with developers to develop proposals for the development and reuse of the structures (i.e. senior citizen living facility)**

Once remediation has been completed, developers should be contacted to request proposals for possible reuse and redevelopment of the site. There are a variety of options for issuing RFQs (Requests for Qualifications) and RFPs (Requests for Proposals) for the remediation and redevelopment of brownfield sites.



Biofilters

Goals:

- A. Reduce flood hazards and other drainage-related problems.
- B. Manage run-off and drainage in the low lying areas.
- C. Use natural materials whenever possible.

Action Steps:

Priority Complete

- | | |
|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> |
| | Identify locations that are the greatest contributors to run-off loading and are most sensitive to run-off contamination and would benefit most local groundwater protection |

One of the first steps in developing a system of this type is to determine areas where a biofilter system and/or stabilization system would most benefit the surrounding ecosystem. The areas that contribute the greatest to run-off potential are large impervious surfaces such as parking lots, streets, storm sewer outfalls and large buildings.

- | | |
|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> |
| | Develop and implement a biofilter, streambank stabilization program |

Once areas of most critical need are identified, a strategic remediation plan should be developed and implemented. Technical assistance and potential funding can be secured through the Clay County office of the USDA Resource Conservation Agency (formerly the Soil Conservation Service) and through Purdue Agriculture Extension Service.

Overall Goals:
Parks and Recreation

Overall Goal: Parks & Recreation
Build upon the natural assets of the community to extend recreational opportunities to all citizens and to use recreational and heritage resource opportunities as a tool to attract visitors to the community.

Further...

- Brazil should:
- | Priority | Complete |
|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> Develop a trail system that will provide a pedestrian and bicycle connection between town parks, schools, and neighborhoods and will give residents additional recreation opportunities. The addition of sidewalks in certain areas maybe needed to complete this pedestrian linkage. |
| <input type="checkbox"/> | <input type="checkbox"/> Improve pedestrian and bicycle access to the parks, schools, downtown and other open spaces. |
| <input type="checkbox"/> | <input type="checkbox"/> Develop more youth-oriented facilities and programs such as skate board park, miniature golf, etc. These programs may be incorporated into the Brazil Community Park. |

Pedestrian/Bicycle Trail System

Goals:

- A. Develop a trail system that connects natural areas, residential areas, schools, neighborhoods, and commercial areas.
- B. Provide an overall trail system that promotes pedestrian and bicycle movement throughout Brazil.

Action Steps:

Priority Complete



Identify roads most suitable for bike lanes and those which should be marked with signs, based on traffic and other hazards

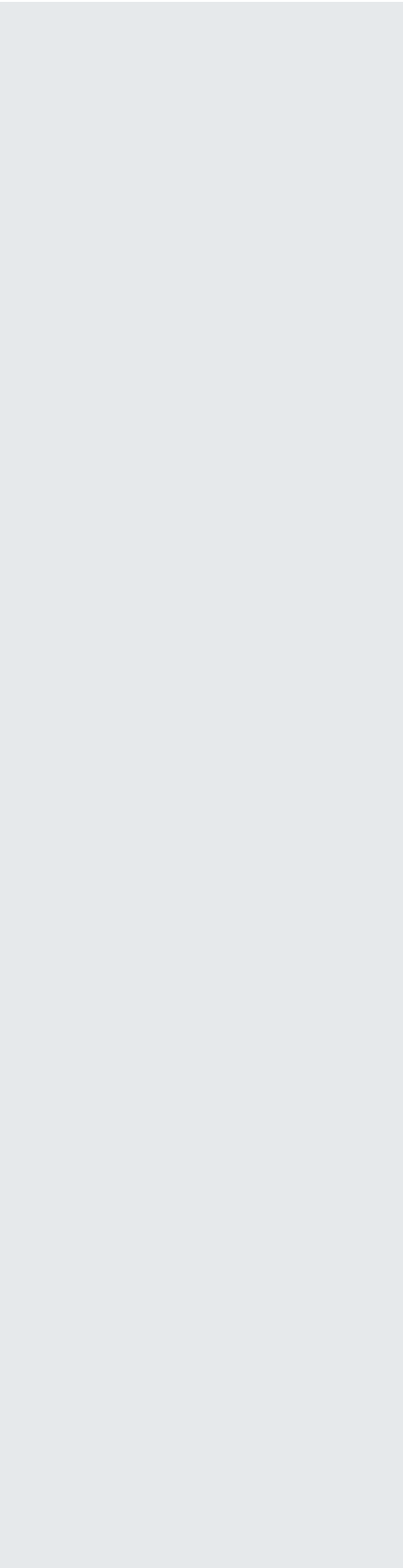
In developing linkages throughout the community, roads should be chosen that can accommodate the space required for bike/pedestrian lanes. Because of heavy vehicular traffic, bicycles should be discouraged from using S.R. 10, 16th and 17th roads.

The paths should also be well identified with appropriate signage, using a common theme among all the signs to give character and uniformity.



Develop and place signage

Signage should be placed throughout with trail system that is uniform throughout and provides adequate direction for users. A design can be established through local competitions, especially in the schools, or consult surrounding communities to acquire possibilities. These signs should also be a part of a sign ordinance to keep the design consistent for future trail developments.



Priority Complete



Develop and publish a map of the routes for the public

With the potential for regional tourism and to promote the recreation paths within the community, a map of all the routes should be developed that indicate all possible trails. Historical information can also be included to serve as an educational tool, describing various points of interests along the trail.



Become a Tree City, USA®

Goals:

- A. Become a Tree City® to promote the natural character of Brazil and its tree lines streets

Action Steps:

Priority Complete

- ☐
- ☐ **Join the National Arbor Day Foundation Tree City® program to help promote and maintain the natural beauty and character of Brazil' tree lines streets**

Follow the National Arbor Day Foundation program for enhancing the visual character of the community and promoting the use of trees throughout Brazil.

The program requires a viable tree management plan and program which could be developed in association with Purdue Cooperative Extension.

There are four basic requirements for being designated as a Tree City® (further details can be found in the Detail Section of the Brazil Community Plan): It is important to note that they were also designed so that no community would be excluded because of size.

1. Establish a Tree Board or Department
2. Establish a Tree Care Ordinance
3. Develop a Community Forestry Program with an Annual Budget of At Least \$2 Per Capita
4. Designate an Arbor Day Observance and Proclamation

